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Preface from the Minister

When our health fails we expect health services to help restore it, but it is even more important to take steps to promote and protect good health. Central to improving health is mental health. It is inextricably linked to a sense of wellbeing and is a fundamental building block of good physical health. In the words of the World Health Organisation '*there is no health without mental health*'.



Mental health is relevant to everybody, whether they have a mental health problem or not. A person's mental health can be affected, for good or bad, by everyday life experiences at work, by housing, personal relationships, education, family life, etc. Promoting mental wellbeing is not therefore just the responsibility of the health and social care sectors providing mental health services. It requires a broad, society-wide response from statutory and non statutory bodies, employers, housing agencies, police to name but a few.

This mental health promotion action plan provides a national focus on mental health improvement. It recognises the wide ranging positive action already underway at Assembly Government level, identifying what more needs to be done, and at the same time providing a stimulus for local action. In order to deliver this, a cross-government network was established to advise in the production and implementation of this action plan, bringing together the various policy divisions that impact upon mental health and wellbeing.

The Assembly Government's Mental Health *National Service Framework for Adults 'Raising the Standard'* sets out a clear commitment to promoting the wellbeing of the people of Wales. It requires in its action plan that each Local Health Board shall develop a mental health promotion strategy by 2007-08. These strategies will form a core part of the Health, Social Care and Wellbeing Strategies developed by the local partnerships.

This action plan outlines some new initiatives including Mental Health First Aid – an evidence based programme to develop people's skills in recognising and taking appropriate action when they encounter someone in mental distress. It also builds on existing initiatives such as the Corporate Health Standard that is designed to effectively promote health in the workplace. The action plan also contributes to the Assembly Government's commitment to improving health, and to Health Challenge Wales, the nation's focus on taking personal responsibility for improving health.

Mental health is the cornerstone to good health and wellbeing, and is vital to us all. I'm therefore pleased to present this action plan consultation document to you and look forward to developing it further with your input.

A handwritten signature in blue ink that reads "Brian Gibbons".

Dr. Brian Gibbons AM, Minister for Health and Social Services

SECTION 1

Introduction

1. This is the consultation document for the Mental Health Promotion Action Plan for Wales. It aims to:

- Improve the mental health and wellbeing of the population of Wales
- Reduce stigma and discrimination associated with mental health problems; and
- Promote social inclusion for people experiencing mental health problems

2. Most Welsh Assembly Government and UK Government policy areas have the potential to affect the mental health and wellbeing of individuals and communities. In Wales many policies already contribute to improving mental health and wellbeing.

3. The action plan maps current policies and programmes that contribute to mental health promotion. It establishes a baseline on which to build; it identifies gaps in current activity and outlines plans to address these shortfalls.

4. The action plan is not intended to map all local activity, but national initiatives that will influence local action plans.

5. It has been designed to provide direction and impetus across the Assembly Government, the NHS, local government, and the voluntary sector to raise awareness of mental health and wellbeing in the development of all new policies.

6. It also seeks to ensure that the Welsh Assembly Government is comprehensively addressing mental health promotion with the aim of improving the delivery of quality services and programmes and initiatives across a wide range of sectors and policy areas.

7. Greater understanding of mental health will contribute to the reduction of stigma and discrimination associated with mental ill health. It will also lead to an improvement in understanding of the mental wellbeing of the people of Wales - this is often termed mental health literacy.

Mental health promotion and definitions used in this document

Mental health and wellbeing

8. The term 'mental health' has long been used interchangeably with, or as a euphemism for, 'mental illness'. Mental health and wellbeing is a desirable quality in its own right and is more than the absence of symptoms of mental illness.

9. Mental health promotion targets the whole population. It goes beyond treating mental ill health to proactively promoting wellbeing and good mental health. The mental health status of an individual or a population is constantly changing. It will respond to the circumstances confronting an individual or community such as

employment status, quality of housing, access to leisure and a sense of security. It will also vary in accordance with an individual's ability to deal with these factors. This is often termed 'resilience'.

Risk and protective factors

10. Maintaining good mental health, as with maintaining good physical health requires positive action – a multitude of factors can come into play to positively, or negatively affect it.

11. ***Protective factors*** - have a positive effect on mental health and exposure to these decreases the likelihood of developing mental health problems, such as: taking regular exercise; maintaining good emotional relationships; having good quality and stable housing and being free from the fear of crime.

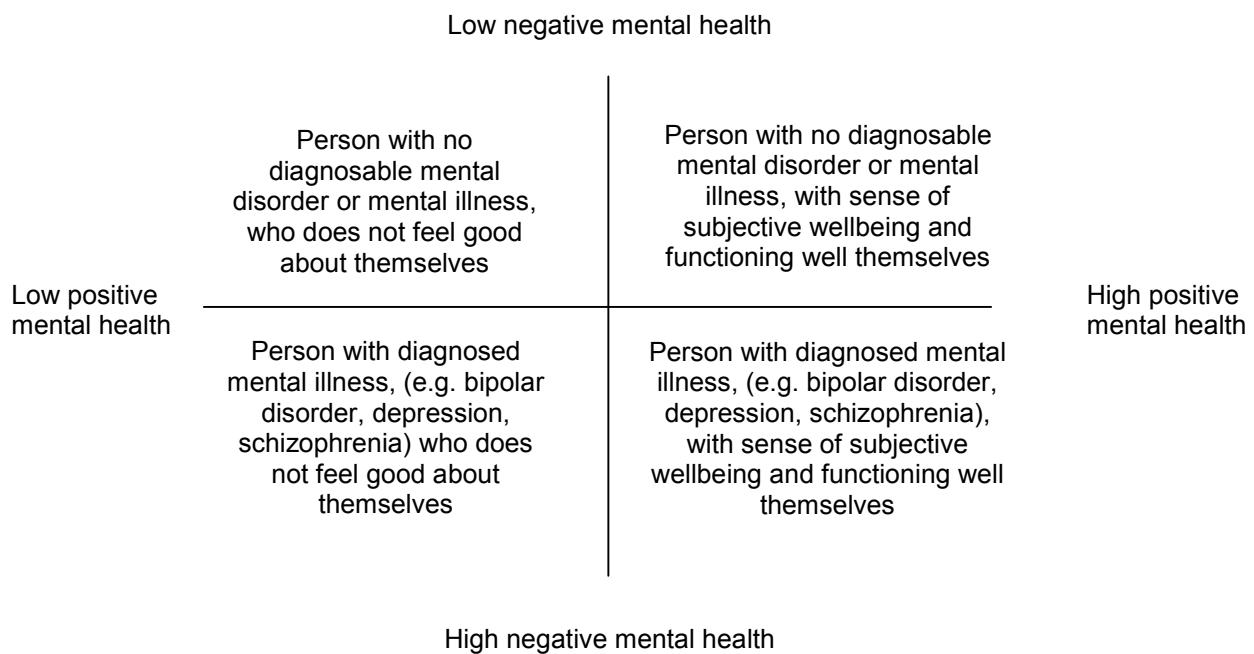
12. ***Risk factors*** - have a detrimental effect on mental health and exposure to these increases the likelihood of developing mental health problems, such as: physical inactivity; lack of inter-personal relationships; feeling isolated or excluded; fear of crime and lack of security.

13. Actual definitions of 'mental health' continue to be debated. However, in this document, the terms have been used in the following way:

- *Mental health* is a positive concept encompassing wellbeing and mental healthiness
- *Mental health problem* refers to the experience of emotional distress. This may not constitute a mental illness but could be a predisposing factor to mental illness.
- *Mental illness* is a diagnosable condition including *common mental health problems* such as depression and anxiety, and *severe and enduring mental health problems* such as severe depression, schizophrenia and bipolar disorder
- *Mental ill health* is a wider term that encompasses mental illness and mental health problems

The dual continua of mental health and mental ill health

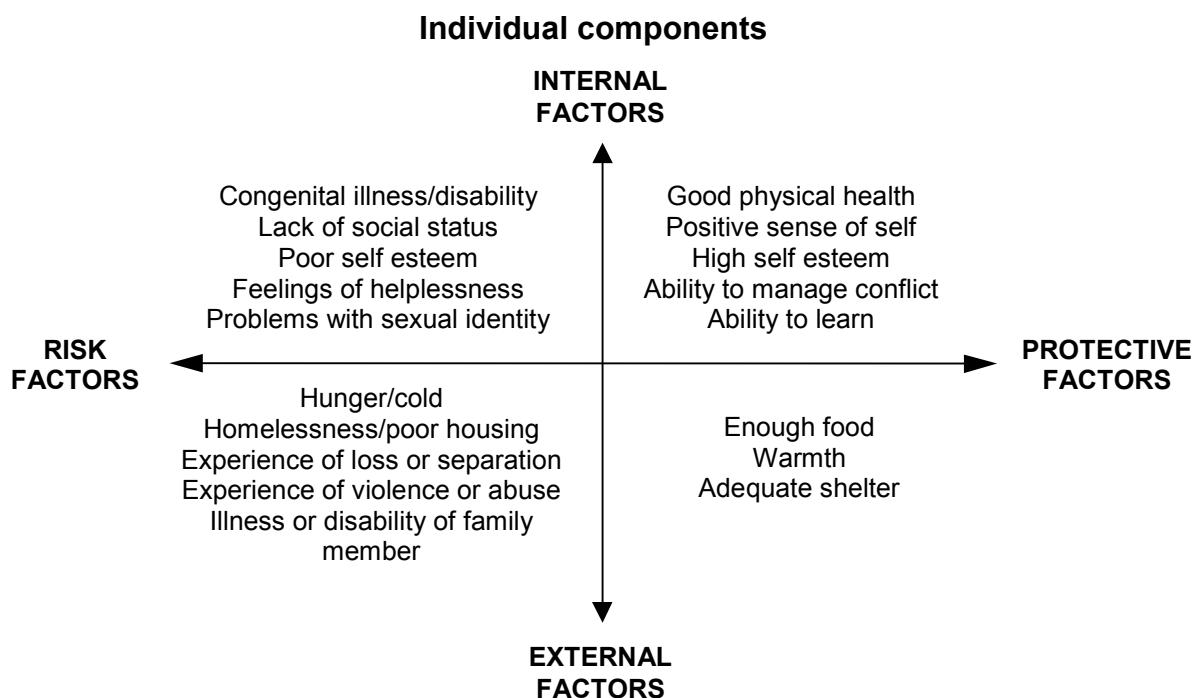
14. It is generally accepted that mental health can coexist with mental illness and there is a dual, rather than single continuum where mental health is more than simply the absence of mental illness. For example, an individual who does not display symptoms of a diagnosable mental illness may nevertheless experience poor mental health due to low self-esteem or social isolation. Or, a person with bipolar disorder may be mentally healthy, able to work, sustain relationships and cope with change or adversity when the condition is well managed. This is represented in the following diagram:

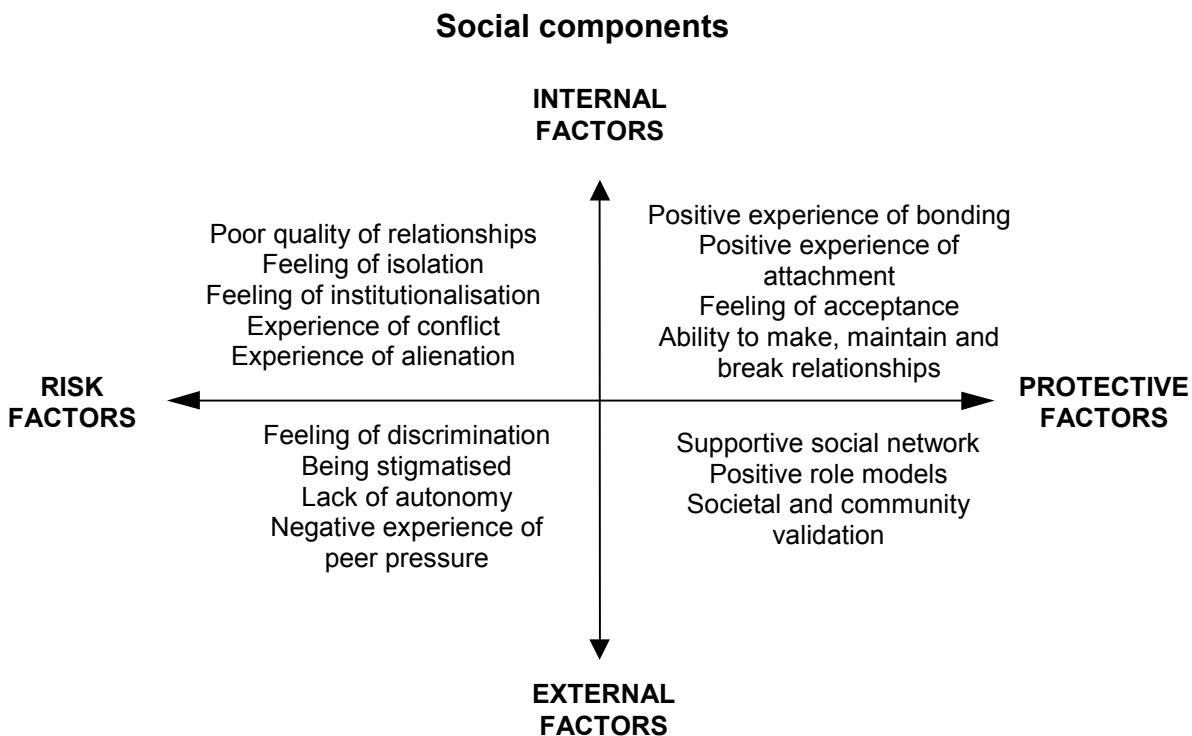


*Adapted from the 'dual continua' model in Tudor K. *Mental Health Promotion: Paradigms and Practice*. London: Routledge, 1996*

Mental health status

15. An individual's 'mental health status' results from a complex interplay between 'individual' and 'social' components and 'internal' and 'external' factors. Mental health promotion activity aims to strengthen protective factors, and reduce risk factors, to improve the mental health status of all – including those with diagnosed mental illness. This is summarised in the diagrams below:





Why is an action plan needed?

16. A lack of mental wellbeing in the population is a significant burden on society and is on the increase. The World Health Organisation (WHO) has estimated that one person in four will be affected by a mental illness at some stage of life. Its research has found that depression is the leading cause of disability worldwide and is the forth leading cause of the global burden of disease. It projects that by 2020 depression will be the second largest cause of the global disease burden³.

17. According to the Welsh Health Survey, In Wales 9% of adults reported currently being treated for any mental illness (11% of women and 7% of men), with the percentage increasing towards middle age and decreasing in retirement. These figures only record those who have sought treatment for a mental health problem, so are likely to be an underestimate.

18. The higher a person's social class, the more likely they are to be mentally healthy. Those people who are not economically active experience the worst mental health. In Wales, Merthyr Tydfil and Blaenau Gwent are the local authority areas with the highest levels of unemployment and proportions of people claiming incapacity benefit due to mental ill health⁴.

Cost to individuals and their families

19. For individuals, mental illness or mental ill health can severely impact on quality of life, including relationships within families and a sense of social isolation. It can result in work disruption, or even the loss of paid employment. People with mental ill health are at more than double the risk of losing their job than those without. Consequently, only 24% of adults with mental ill health are in work. Loss of income can lead to an increased reliance on the state; a decrease in control of work

and life choices; and decreased self-esteem and confidence. Mental health problems can easily lead to a vicious circle of increased exposure to mental health risk factors that exacerbate the problem.

Cost to the economy

20. The economic cost of mental ill health extends further than mental health service provision by the NHS and local authorities. Hidden costs borne by employers, individuals, government and wider society include:

- work lost time (including the cost of replacing and training someone to replace an absentee worker, and loss of productivity to the employer and the economy)
- litigation and prosecution costs where work has been proven as the cause of mental ill health; and
- state benefit claims for people who are not able to work as a result

21. Work related stress in the UK constitutes the majority of sickness absence, and the Health and Safety Executive (HSE) estimate that 12.8 million working days are lost at a cost to society of over £3.7bn per year.

22. The treatment of mental illness is an essential service, however it is reactive. By taking a proactive and holistic approach, promoting mental health and providing early interventions before mental illness is manifested, it may be possible to reduce the impact of mental illness.

Measuring success

23. To succeed in improving the mental health and wellbeing of people of Wales, we must reduce risk factors and enhance protective factors in line with the evidence base for the promotion of mental wellbeing.

24. It's not clear why some risk factors impact more heavily on some people than on others. However, there is sufficiently widespread acceptance of mental health risk and protective factors for our mental health promotion approach to be based on them.

25. The Assembly Government recently carried out a systematic review to identify evidence-based indicators of social determinants for common mental disorders and confirmed that the population risk is dependant on social status, employment status or the conditions in which you live.

26. The project aimed to identify robust indicators of the social determinants that could be monitored in the Welsh population. The table in Appendix 2 summarises the social determinants of common mental disorders and the indicators that have been developed to measure them. This information, alongside the outcome of UK-level research on population level indicators of mental health, and the results of testing a new scale for measuring positive mental wellbeing at an individual level will

be used to make recommendations for the evaluation of progress towards the achievement of the plan's aims.

27. A key function of the consultation phase to develop this plan is to take account of past successful actions at a local level, and how this success has been measured. This will be used to improve our understanding of how to measure protective and risk factors and further develop indicators.

The policy context

World Health Organisation (WHO)

28. *Promoting Mental Health*³ published by WHO in 2004, is a summary report of the concepts, emerging evidence and good practice of mental health promotion. It outlines the WHO's core values and beliefs, that:

- There is no health without mental health
- Mental health is vital to individuals, families and societies as the foundation for wellbeing, and the effective functioning of individuals and communities; and
- Effective interventions need to focus on the root causes of mental ill health; primarily addressing non-health policy areas such as housing and childcare

The European Commission (EC)

29. The EC Green Paper *Improving the health of the population: Towards a strategy on mental health for the European Union*⁵ proposes establishing an EU-strategy on mental health, adding value by developing a framework for exchange and co-operation between Member States. The Green Paper's purpose is to launch a debate between stakeholders in Europe about the relevance of mental health for the EU and its possible priorities.

Welsh Assembly Government

Welsh Health and Social Care Policies

30. Recent health and social care policies such as *Wales a Better Country*⁶, *Designed for Life*⁷, and the *Review of Health and Social Care in Wales (the Wanless Review)*⁸ have stressed the importance of a twin track approach to improve the health of the people of Wales. The two tracks being: promoting health and wellbeing; and preventing the development of illness, and improving the access and quality of health and social care services through modernisation.

National Service Frameworks (NSFs)

31. In Wales, the Assembly Government acknowledges the importance of mental health promotion as a central element of its public health policy. Standard 1 of the

Adult Mental Health NSF⁹ sets actions to promote mental health and address the issues of stigma and discrimination. So far, action has primarily been targeted at improving the quality and access to services for those with a mental illness. There is a growing understanding that success in promoting mental health requires a much broader approach than this, and that the determinants of health, particularly mental health, cut across several policy areas.

32. The NSFs for Children and Older People also require action to ensure promotion of the mental health and wellbeing of their target populations.

Health Challenge Wales

33. *Health Challenge Wales* is the Assembly Government's challenge to everyone to take personal responsibility for their health, including their mental health. It encourages and supports individuals to respond by making positive choices about for example, healthy eating and exercise. Employers can respond by ensuring they maximise the health of their workers using tools such as the *Corporate Health Standard¹⁰*. It also encourages Local Authorities and Local Health Boards through their *Health, Social Care and Wellbeing Strategies* to improve the health and wellbeing of their populations. Finally, at the national level, the Assembly Government is committed to integrating tackling poor health and health inequalities within the development of all its policies. All of these measures have a significant bearing on improving the mental health and wellbeing of the people of Wales.

UK Government

34. The Social Exclusion Unit's 27 point UK government action plan¹ broadly covers the settings discussed within this document. Where actions relate to healthcare, transport or education, the Assembly Government has devolved power to implement Wales-wide policies; however many of the actions cross over into other policy areas such as criminal justice, work and employment, and housing. Action points in the SEU report covering these policy areas also apply to Wales, and should be taken into consideration when reading this action plan for Wales.

Liaison with other UK home nations

35. England, Scotland and Northern Ireland are also working on mental health promotion strategies. The Welsh Assembly Government will engage with the other UK home nations where there are identified benefits through joint working.

The seven themes

36. Due to the complexity of promoting the mental health and wellbeing of the whole population, the actions have been targeted through the seven themes in which they will be delivered. The seven themes are:

- parenting and early years
- children and young people
- workplace employment and economic inactivity
- older people

- communities
- health and social care settings; and
- mental health literacy

37. Some themes are specific to periods within the life course from parenting and early years through to older age. The other themes: ‘communities’, ‘health and social care settings’ and ‘mental health literacy’ cut across all health promoting activity.

Rationale and evidence summary

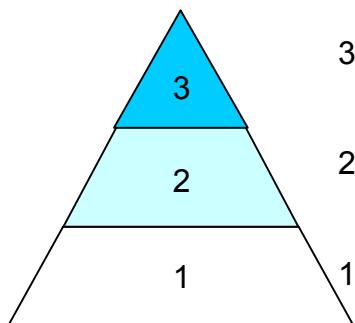
38. Each theme is introduced with:

- The *Rationale* for action explaining its significance to mental health, and justifying the need for action; and
- A policy pyramid map

Policy pyramid

39. The policy pyramid forms a policy map and takes stock of current policies and programmes acting in each of the seven themes. Whilst each of the themes all merit a separate section, there are overlaps between them. Furthermore some policies and programmes are cross cutting. Consequently, many of the policies and programmes presented in the policy pyramids are repeated across themes.

40. Each policy pyramid identifies Welsh Assembly (and UK Government) policies and programmes that:



1. Are not mental health specific but significantly contribute to improving mental health
2. Are mental health specific, but are more widely targeted at the general population
3. Are targeted at those already suffering from or at high risk of mental ill health

41. Most policies and programmes have a specific focus but have wider integral themes such as ‘reducing health inequalities’ or indirectly address key determinants of mental health. These policies and programmes contribute to mental health improvement (1) and form the base on which more specific programmes and policies can be built (2).

42. There will always be a burden of mental ill health in society so targeted policies and programmes are needed (3) but these should build on preventative policies that seek to reduce mental health risk factors and increase protective factors.

43. Policy pyramids are used to give a pictorial representation of existing policy. For a summary of the policies mapped in the pyramids and an explanation of how the policy/programme relates to mental health promotion, reference should be made to Appendix 1 – *Mental health supporting policies and programmes*.

44. The tiers of the policy pyramid are not intended to denote the relative priority of the policies and programmes contained within them.

Taking stock

45. Within each theme, the *Taking stock* section provides an overview of the policy and programme landscape for the setting. Where there are particularly relevant policies for the setting, such as NSFs, this section captures this intent, which will be driven through the performance management frameworks established in the relevant policy documents.

A table is presented for each theme, including:

- A summary of the current available evidence of interventions that are known to have a positive effect on mental health (from a review which was carried out by *Mentality*.)
- An analysis of significant current policies and programme actions; and
- Proposals for future actions. It is intended that these actions will be fully developed through the consultation process

46. Consultation questions are posed below. Proposed future actions in the final mental health promotion action plan will be performance managed by the Public Health Improvement Division (PHID) within Welsh Assembly Government.

Consultation questions

Does the action plan address the correct issues to promote mental health in Wales?

Drawing on the evidence base, what additional interventions would you like to see developed for Wales?

Can you identify any barriers to implementation?

Please identify the actions which you could help to implement

Do you have any specific comments on any of the recommendations?

Please respond to:

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This document can be downloaded from the Chief Medical Officer's website www.cmo.wales.gov.uk. Further copies can be obtained from Siobhan Eccles at the above email address or by telephoning 029 2082 5604.

SECTION 2 – The Seven Themes

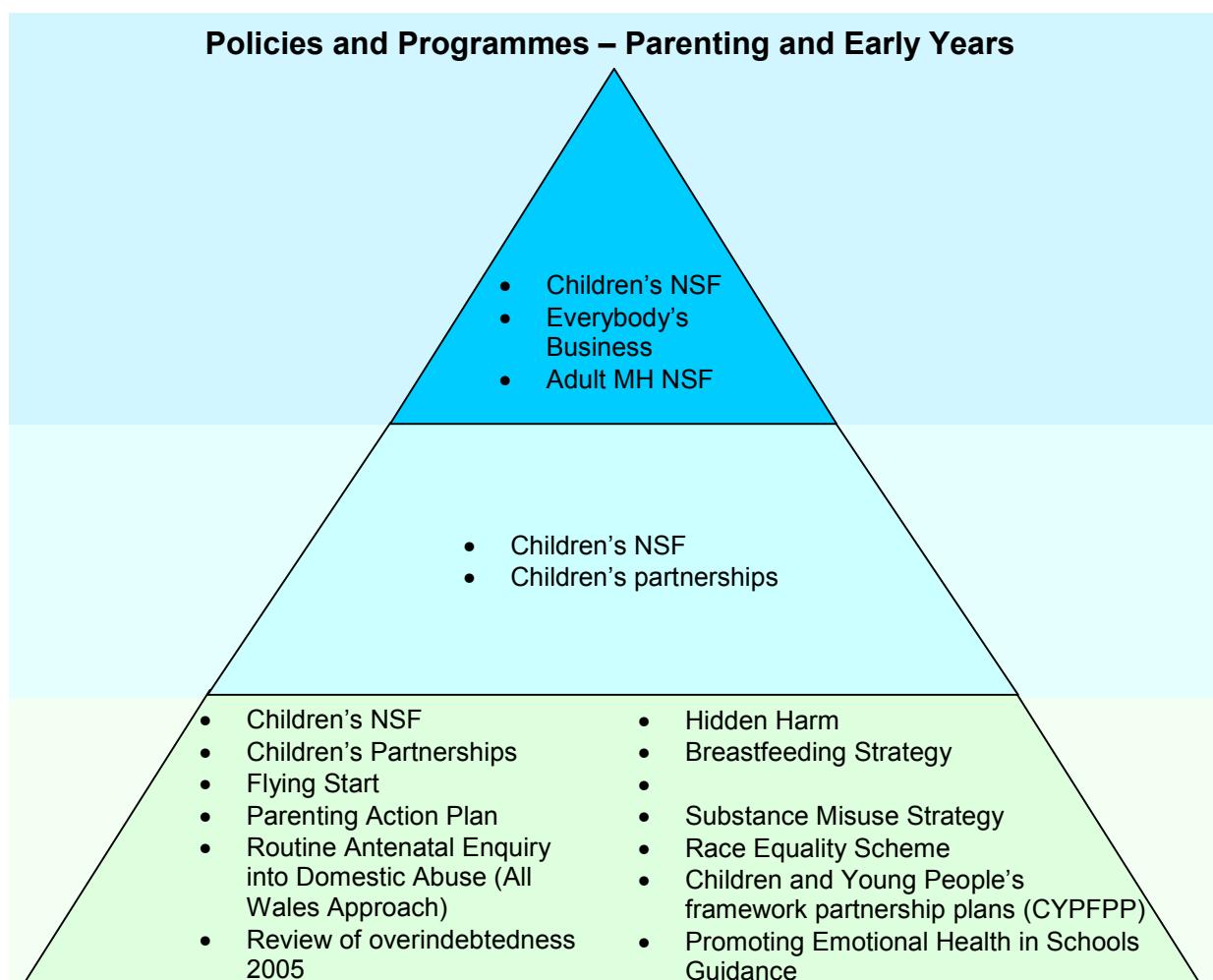
Parenting and early years

Rationale

The importance of the emotional and social development of children is well established, as are the mental health benefits of an environment that supports parents and families through pregnancy, childbirth and the first years of life.

Infancy is known to be a significant period in promoting later mental health and wellbeing, as it is at this time when connections in the brain are made in response to early experiences and influences from carers. Post-natal depression is the most frequently reported barrier to warm care-giving and secure attachment, and as many as 35% of new mothers report mood changes that interfere with forging the social and emotional bonds that are essential for an infant's developmental needs.

Parenting has been identified as the single largest variable in health outcomes for children, notably: accident rates, teenage pregnancy, substance misuse, truancy, school exclusion and under-achievement, child abuse, employability, juvenile crime and mental illness. Parenting is also considered to be the most important influence on self-esteem. Low self-esteem is a risk factor for a broad range of psychological and behavioural problems.



Taking Stock

The Children's National Service Framework (NSF) aims to reduce variations in service delivery for children. It has a wide scope, ranging from pre-conception through to a child's 18th birthday, covering services delivered by the NHS and through Local Government.

The NSF framework directly contributes to the mental health promotion agenda across the three levels of the policy pyramid presenting 21 standards and outlining 203 key actions (119 of which are 'developmental' to be delivered over the 10 year course of the programme).

Evidence	Current policy/programme actions	Proposed further actions	Lead
Maternal mental health Screening and treatment for maternal mental health problems such as postnatal depression can potentially reduce this major risk factor for adverse mental health outcomes in the infant. Cognitive behavioural therapy can be effective in treating post-natal depression Home visiting programmes, especially by a known midwife, are	Significant Children's NSF standards with key supporting actions include [<i>Refer to the NSF for full actions and monitoring detail</i>]: Ensuring all women have the opportunity to access maternity services, with key actions to: <ul style="list-style-type: none"> • improve access to maternity services and antenatal care including providing specialist services for young pregnant teenage girls; and • offer women an assessment for mental health problems in the antenatal and postnatal periods with access to specialised follow up support services 	Providing coordinated services between hospital and community an ensuring an	

Evidence	Current policy/programme actions	Proposed further actions	Lead
effective in providing support for new mothers and improving identification of depression	<p>identified lead professional (normally the named midwife) is responsible for reassessing individual needs and coordinating the post natal care of all babies and women</p> <p>The Adult mental health services NSF includes an action to ensure that specialist mental health services are provided with inpatient mother and baby units accessible to each trust area</p>	<p><i>Children's NSF:</i></p> <ul style="list-style-type: none"> Ensuring parents and carers have access to a range of services to help them nurture their children's physical, social and emotional growth with key actions to: provide parenting education and support through CYPFPP in local areas by trained professionals; and provide programmes for parents of children with mental health or behavioural problems 	
Parenting and education	<p>Group-based parenting programmes improve the mental health of both parents and children and have also shown positive results for at risk groups</p> <p>Training with parents of young children with behavioural or emotional problems have been shown to be effective in reducing problems</p> <p>High-quality day care for pre-school children improves behavioural development and mother-child relationships</p>	<p>Primary services should identify risk factors, take opportunities to reduce their impact and take steps to promote the resilience of vulnerable children and their families</p>	

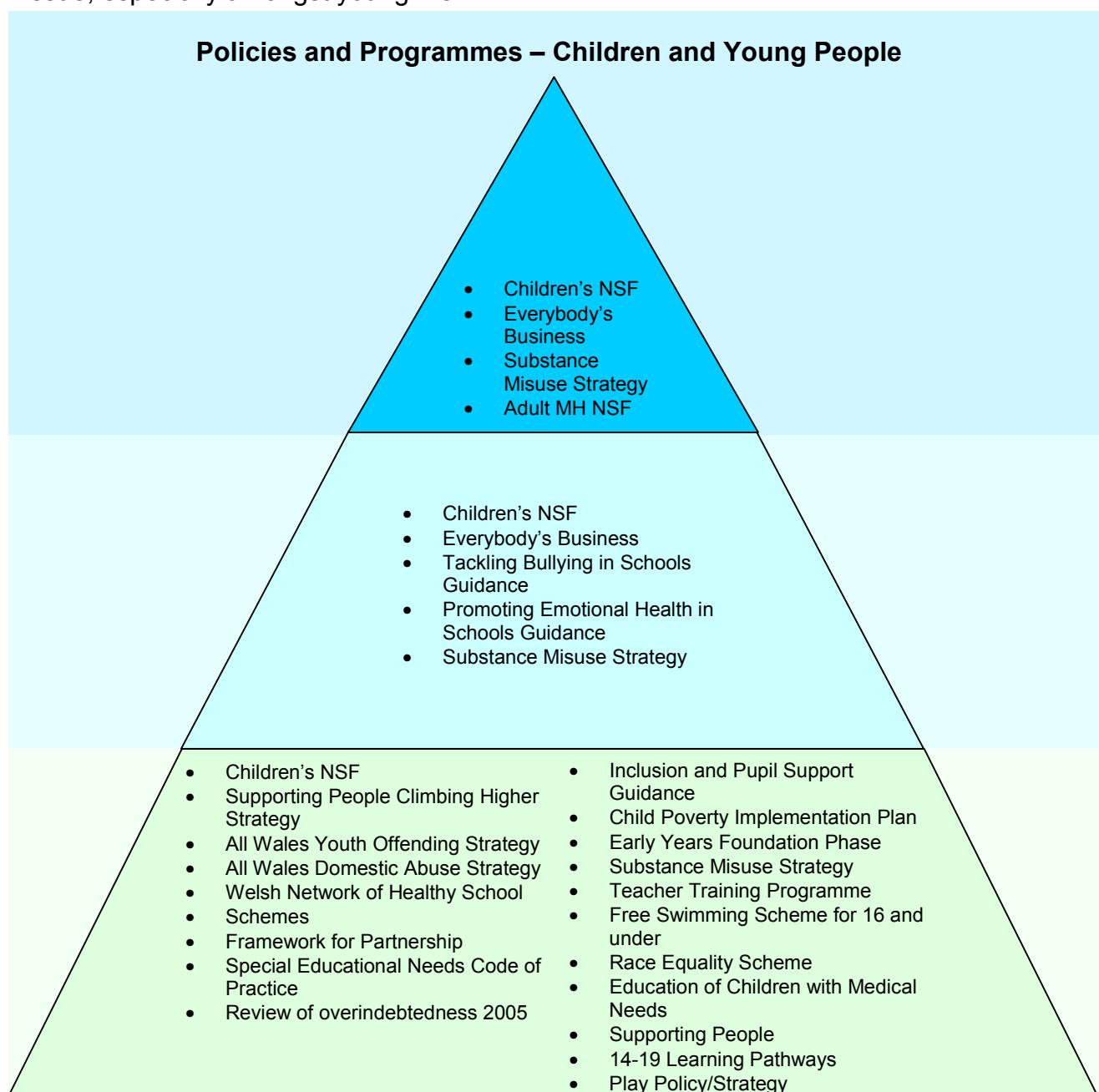
Evidence	Current policy/programme actions	Proposed further actions	Lead
<p>Interventions to promote resilience in children under five, such as improving language skills and impulse control and providing opportunities for child-centered active learning, improve their mental health.</p> <p>General</p>	<p>A number of non-specific policies and programmes in this setting also contribute to improving mental health, essentially through strengthening mental health protective factors and reducing risk factors.</p>	<p>Ensure the Pregnancy Book and Birth to Five are provided to all new first-time mothers</p> <p>Produce a research bulletin on family and early years development to develop the evidence base</p>	<p>Welsh Assembly Government (PHID)</p> <p>Welsh Assembly Government (PHID)</p>

Children and young people

Rationale

Childhood mental health problems are strongly predictive of poor mental health in later life. Anxiety, depression and behavioural problems, are significant risk factors for poor school outcomes, poor physical health, poor social skills and suicidal behaviour. By the age of 28, costs including poor employment prospects, poor health, being on benefits, and crime, for individuals with troubled behaviour as children, are ten times higher than for those with no problems.

Young adulthood is a time when young people begin to identify as an adult with personal and social responsibilities, developing committed personal relationships and entering the world of work, however, in this age group, the prevalence of mental health problems and mental disorders peaks. Suicide, is a particularly significant issue, especially amongst young men.



Taking stock

The policy and programme coverage for this key setting is significant, and should be because the foundations for good mental health are strengthened or weakened easily in these years. There are a wide range of policies and programmes that aim to strengthen mental health protective factors and reduce risk factors.

The Children's NSF is the most prominent policy and framework and many of policies and programmes listed in the policy pyramid contribute to its delivery.

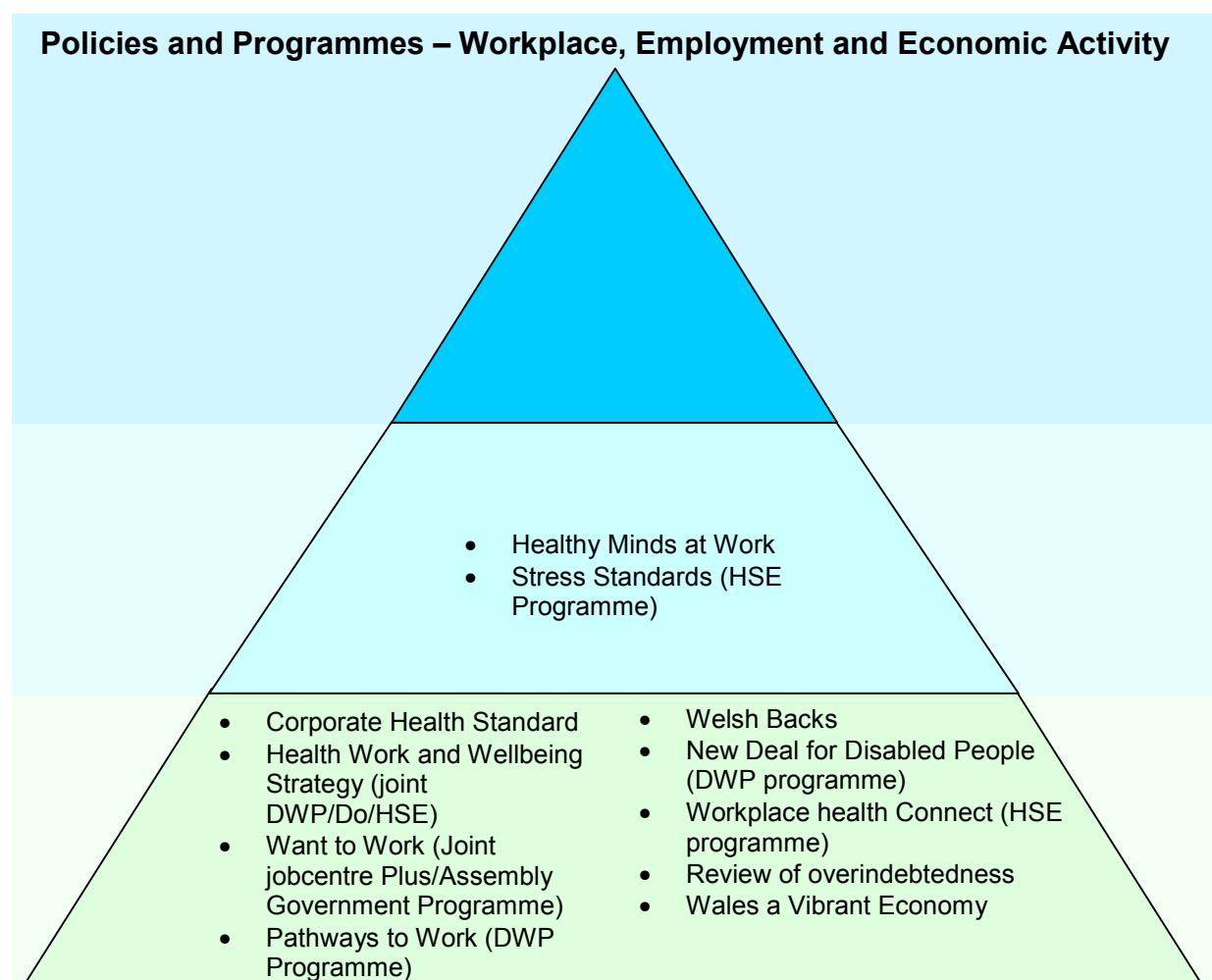
Evidence	Current policy/programme actions	Proposed further actions	Lead
Action in schools	Significant standards with key supporting actions include (<i>Refer to the NSFs for full actions and monitoring detail</i>):		
Children's NSF:	Ensuring children, young people and their parents and carers have access to a range of services that promote health and wellbeing and prevent ill health such as:	Extending the Welsh Network of Healthy Schools Scheme (WNHSS)	Welsh Assembly Government (PHID), NPHS, LAs
	There is robust positive evidence that health promoting schools can influence mental health outcomes	Provide an environment that will encourage children and young people to access opportunities for physical activity and healthier foods	
	Discrete anti-bullying schemes can have significant long-term impacts on depression and suicidal behaviour in young people		
	Training in and acquisition of life and social skills have been effective in increasing awareness of stress and its management; improving self-esteem; and enabling easier management of transitions such as changing school or parental divorce	• supporting schools to provide effective sex and relationship education; and	
		• action through <i>Children and Young People's Framework Partnerships</i> to prevent injuries and accidents to children; promote physical activity; encourage social interaction; and actively promote	

Evidence	Current policy/programme actions	Proposed further actions	Lead
Service delivery Cognitive behavioural interventions have been shown to be effective for reducing depressive symptoms in children; for reducing problems in children with early signs of maladjustment; and for preventing school-based violence	mental health and psychological wellbeing, including action to implement effective anti-bullying policies in schools <i>Children's NSF:</i> Ensuring high-quality, co-ordinated services are delivered with the ability to identify and manage domestic violence; identify the early warning signs of mental health problems in children; and provide effective services for those with mental health problems or disorders	<i>Adult NSF:</i> Identifies suicide as a priority for services to be addressed by providing high quality and responsive evidence based care through suicide prevention guidance; treatment follow up protocols; and suicide audit systems	Welsh Assembly Government (PHID) Commission an evidence review of effective interventions which promote mental health for young offenders, substance misusers and homeless people
	<i>Successful programmes</i> Holistic, multi-dimensional self-esteem-based programmes were found to have positive impacts on young people's mental wellbeing, which could enhance protective factors against suicide	Interactive social competencies training is effective in reducing substance misuse, a significant risk factor for poor mental health Short educational workshops have been shown to produce positive changes in young people's views of mental illness	

Workplace, employment and economic activity

Rationale

Large proportions of many people's lives are spent working, making the workplace a crucial setting for interventions to promote mental health. Between 15 and 20% of workers will experience some form of mental health difficulty during their working lives. In fact, a total of 12.8 million working days were lost to stress, depression and anxiety in 2004/5¹¹. Stress is responsible for around 40% of incapacity benefit claims (DWP) and is estimated to cost the UK £3.7bn a year (HSE) not taking account of its immeasurable personal cost. More serious mental ill health may be present in 1-3% of employees. Being out of work is bad for self-esteem, and is linked with poor health outcomes, including mental health.



Taking stock

This setting is busy with policy action, both in Wales and at the UK Government level for reserved policy areas. Although broad policy aims are to increase economic activity, it is recognised that being out of work is a significant risk factor for mental ill health.

Evidence	Current policy/programme actions	Proposed further actions	Lead
Increasing employee involvement	<p>The Assembly's Corporate Health Standard includes core components, which address how employee health and wellbeing are incorporated into the management process. Key core components are: organisational support, communication, and employee involvement.</p>	<p>Include in the Assembly's Corporate Health Standard at Gold level and above a requirement for company policies to combat stigma and discrimination and promote mental health in the workplace</p>	<p>Welsh Assembly Government (PHID)</p>
Managing stress	<p>Stress management interventions that combine different methods such as education, skills acquisition and physical fitness regimes have been shown to reduce stress and anxiety and enhance coping measures</p> <p>For individuals already suffering stress, appropriate skills acquisition such as problem-solving and</p>	<p>The Health and Safety Executive (HSE) have programmes focusing on workplace stress and have produced the 'Stress Management Standards' to help companies achieve best practice and proactively manage stress in the workplace.</p> <p><i>Healthy Minds at Work</i> is a European Social Fund programme administered through the Assembly Government across Wales to</p>	<p>Develop an employers' information pack on best practice in dealing with mental ill health in the workplace accessible via the internet (and available as a</p> <p>Welsh Assembly Government (PHID)</p>

Evidence	Current policy/programme actions	Proposed further actions	Lead
reducing negative coping styles have been shown to be effective; as has workplace counselling	<p>specifically keep people with mental health problems in work and address those problems in the early stages. The programme also tackles the stigma of mental health problems through its primary aim to help employers prevent and manage mental distress and promote mental health and wellbeing in the workplace.</p> <p>Supporting employment</p> <p>Supported employment programmes are effective in return to work for people with more severe mental health problems</p>	<p>Roll out the Corporate Health Standard to the private sector with development of an SME programme</p>	Welsh Assembly Government (HR)
	<p>The Assembly Government has worked jointly with DWP/Jobcentre Plus and funding from the European Social Fund to develop the 'Want to Work' pilot programme which has been rolled out in deprived areas of South Wales; and has developed the revised Corporate Health Standard with input from HSE.</p> <p>The Department for Work and Pensions (DWP) have developed UK policies and programmes such as <i>Pathways to Work</i> and the <i>New Deal for Disabled People</i> aimed at reducing economic inactivity by actively helping people to find work, prepare for work and stay in work</p>	<p>The Assembly Government to review its employment practices taking account of the Cabinet Office's new toolkit on employment and disability (that includes a section on mental health)</p>	Welsh Assembly Government (PHID/HSC/TSCP)

Evidence	Current policy/programme actions	Proposed further actions	Lead
Specific therapies Cognitive behavioural therapy (CBT) was shown to be effective: <ul style="list-style-type: none"> As a brief intervention (<8 weeks) for people with common mental health problems As an intervention for those with mental health related sickness absence Delivered face-to-face or via computer-aided software For unemployed people in improving mental health and employment outcomes	There is a SaFF* target for 2006/07 to strengthen mental health services within general practice and ensure access is available to psychological services within 12 weeks. This is supported by recent NICE guidance on Computerised Cognitive Behavioural Therapy (CCBT). <p style="text-align: right;"><i>*SaFF targets set out delivery plans agreed by the service to achieve the Assembly Government's priorities and requirements alongside local priorities, within the context of the financial resources provided</i></p>		
Overindebtedness There is a link between poverty and ill-health, and early deaths have always been higher among the underprivileged. A recent report documents that financial hardship is now the most frequently cited cause of depression, with 25% of CAB debt clients being treated for stress, depression and anxiety*	A review of overindebtedness carried out in 2005 made a number of recommendations to improve financial literacy, capacity and awareness of individuals. Recommendations include: <ul style="list-style-type: none"> Establishing alternative and more affordable avenues of credit Extending available advisory resources; Challenging water poverty 	<p style="text-align: right;"><i>*Out of the Picture: Citizens' Advice Bureau</i></p>	

Evidence	Current policy/programme actions	Proposed further actions	Lead
	An action plan is being devised to take forward the review's recommendations		

Older people

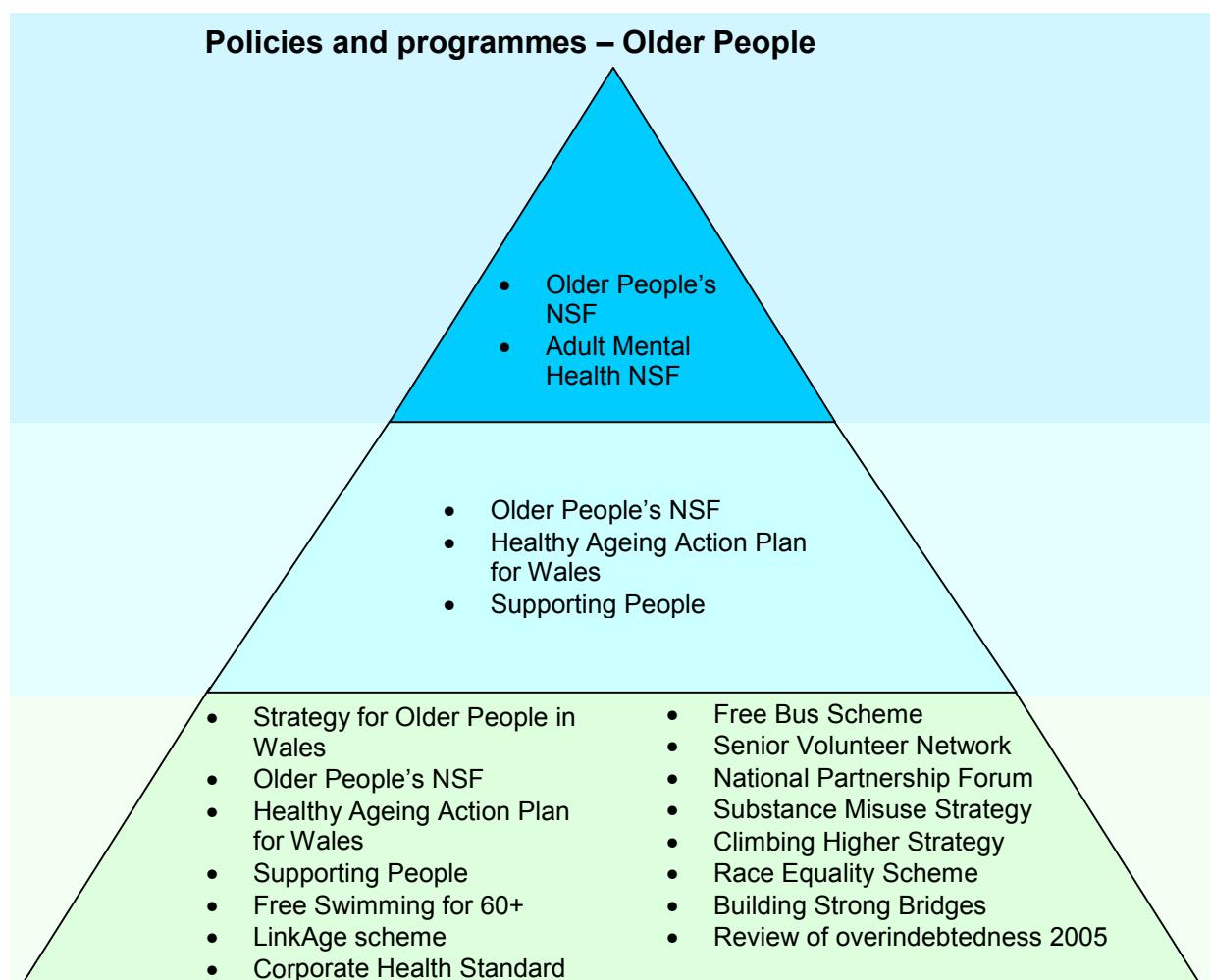
Rationale

The proportion of older people in Wales is set to continue rising by another 11% by 2020. Mental health is an increasingly important issue for older people with 1 in 7 affected by depression at any time.

Certain health conditions are more prevalent in older age including coronary heart disease, stroke, cancer and respiratory disease, which can have a negative impact on mental health, or be made worse by mental ill health. For example, 40% of people who have suffered a stroke become depressed. There is therefore a need to take preventative action through general health promotion activities and to provide psychological support to those with ill health, sensory impairment or other disability.

Age discrimination impacts on feeling valued, respected and socially included; and retirement can lead to a loss of social networks. In addition, older people are more likely to live alone or be bereaved. Loneliness is a main cause of depression in older people and it is estimated that 1 million in the UK are socially isolated. Rates of depression are also particularly high in care home settings where older people can experience loss of independence and control.

Adequate income is one of the most important contributors to quality of life in older age, and poverty is a clear risk factor for poor mental health, yet 1 in 5 pensioners in the UK still lives in poverty.



Taking stock

The Assembly Government's *Strategy for Older People in Wales* provides the overarching framework for the development of policies and programmes that promote health and independence for older people. It sets the agenda for increasing the value and respect afforded to older people; improving and preparing services to be able to deliver the needs of the future; and recognising the need for healthy lifestyles to contribute to good health in old age. Mental health is central to good health and wellbeing – a key area targeted in the *Healthy Ageing Action Plan for Wales*, which flows from the strategy.

The Older People's NSF, provides a framework to improve health and social care services, building on best practice and sharing innovative practice.

Evidence	Current policy/programme actions	Proposed further actions	Lead
	Significant standards from the Older People's NSF with key supporting actions include <i>(Refer to the NSF for full actions and monitoring detail):</i>		Welsh Assembly Government (PHID)
Health and wellbeing	<p>Promoting the physical and emotional health and wellbeing of people over 50 with key actions to:</p> <ul style="list-style-type: none"> Interventions to promote exercise have shown improvements in wellbeing Interventions by occupational therapists are effective in promoting health and quality of life and mental wellbeing 	<ul style="list-style-type: none"> Promote the social, economic and environmental health of older people through local Community Strategies and Health, Social Care and Wellbeing Strategies and develop specific health promotion programmes to meet the needs of local older people (mainly taken forward by the <i>Healthy Ageing Action Plan</i>) 	<p>Roll out of the Moving More Often pilot to remaining LA/LHB areas across Wales</p> <p>Produce an information leaflet on protecting against dementia that stresses the importance of both physical and mental</p>

Evidence	Current policy/programme actions	Proposed further actions	Lead
	<ul style="list-style-type: none"> • Support older people to take responsibility for their own health through national and local responses to <i>Health Challenge Wales</i>; and • Ensure older people have fair access to, and benefit from health screening and disease prevention schemes 	<p>activity as preventative measures</p>	
Social actions	<p>Social support, such as home visits by nurses, has been effective in countering depression</p> <p>Interventions to reduce social isolation have been effective including:</p> <ul style="list-style-type: none"> • Discussion groups for example on visual arts or health related topics • Social activity groups within supported housing • Providing opportunities to volunteer • Support groups for recently bereaved women 	<p>Providing a range of enabling, community based services to intervene promptly and effectively when older people's independence is threatened by health or social care needs, with key actions to implement national and local housing strategies, particularly focusing on independence and wellbeing; and protect vulnerable older people from harm and abuse</p> <p>Ensuring that older people with a high risk of developing mental health problems have access to primary prevention and integrated services, with key actions to identify mental health problems at an early stage and provide comprehensive and integrated services</p> <p>Rooting out age discrimination to ensure people are not discriminated against on the basis of age in accessing and receiving health and social care services</p>	<p>GPs and relevant others targeted through the Cruse Cymru publicity campaign</p> <p>Increase support for people who have been bereaved through use of the new Bereavement Helpline Wales, developed by Cruse Cymru in partnership with other agencies</p>

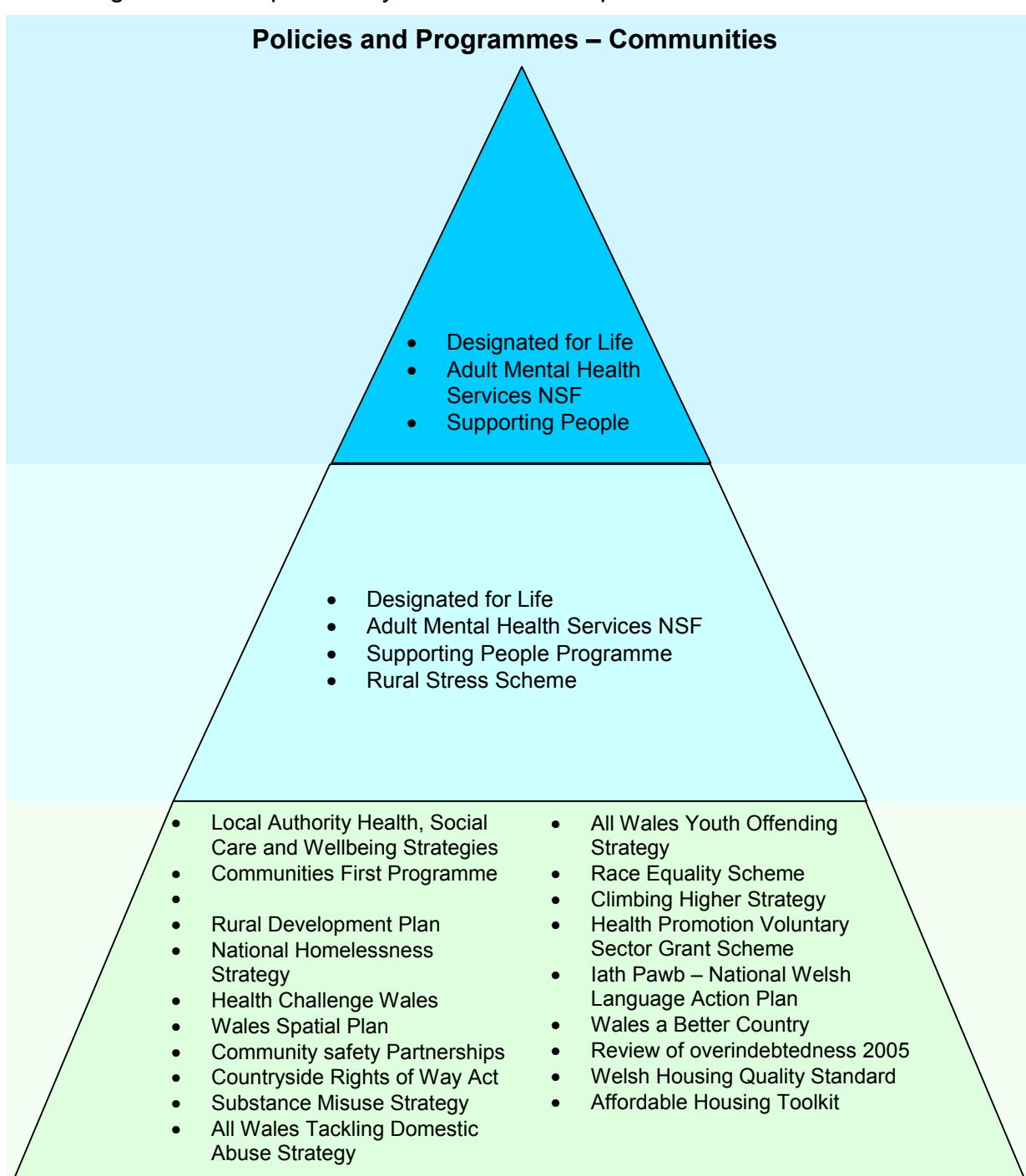
Evidence	Current policy/programme actions	Proposed further actions	Lead
<p>Specific interventions</p> <p>Interventions utilising technology such as the internet and telephone based support have been effective in reducing depression risks for suicide, as has bibliotherapy</p> <p>Psychosocial and psychotherapeutic interventions significantly improve measures of mental wellbeing; and arts and music therapies have improved Alzheimer patients' mood and behaviour.</p>	<p>In 2005 the Welsh Assembly Government launched Book Prescription Wales, based on the original award winning, Cardiff Book Prescription scheme, aimed at helping people with mild to moderate psychological problems.</p> <p>Recent NICE guidance has supported computerised Cognitive Behavioural Therapy (CBT), which can be accessed through primary or secondary care.</p>	<p>Explore the feasibility of working with the Arts Council of Wales to identify/develop community arts initiatives for older people</p> <p>Extend the emotional health component of the Ageing Well initiative across Wales in collaboration with Age Concern Cymru</p>	<p>Welsh Assembly Government (PHID)</p> <p>Age Concern Cymru/Welsh Assembly Government (PHID)</p> <p>Welsh Assembly Government (PHID)</p> <p>Review the findings of the Health ASSERT</p> <p>Welsh Assembly Government (PHID)</p>

Evidence	Current policy/programme actions	Proposed further actions	Lead
		Programme Wales in respect of emotional health and make recommendations	
Accessing benefits	Increasing take up of benefits and tackling pensioner poverty contribute to mental health and wellbeing in older people	The <i>Strategy for Older People</i> , includes the LinkAge scheme which aims to increase older people's take up of available benefits.	
	Retirement	Identify best practice in pre-retirement courses to be included in the revised Corporate Health Standard	Welsh Assembly Government (PHID)

Communities

Rationale

The social environment can act to promote mental and physical wellbeing and research on social capital and inequality suggests that how individuals and communities feel - levels of trust, tolerance and participation - may be a critical factor in determining health. Social capital consists of the informal and formal networks, customs and relationships that make up our individual and community interactions. Low social capital has been associated with poorer physical and psychological health outcomes. The level of mental health literacy within a community underpins its ability to develop the structures to promote mental health, prevent mental ill health, and recognise and respond early to mental health problems and mental disorders.



Taking stock

Mental health in the community brings together policies and programmes that contribute to other settings and builds on the core determinants of mental health (represented by the base of the pyramid). From high level strategies such as Wales' *Spatial Plan* outlining a 20 year vision to sustain communities, reduce health inequalities and promote healthy lifestyles; to policies and programmes to make communities a safer and better place to live, such as *Community Safety Partnerships* and the *Substance Misuse Strategy*.

The revised *Adult Mental Health Services NSF* also contributes to this setting with the aim to promote good mental health, and tackle stigma and social inclusion of people with mental health problems.

Evidence	Current policy/programme actions	Proposed further actions	Lead
	Adult Mental Health Services NSF Significant standards include (<i>Refer to the NSF for full actions and monitoring detail</i>):		
Social actions	<p>Adult NSF:</p> <p>Ensuring mental health is actively promoted, with action to tackle stigma and promote the social inclusion of people with mental health problems. Key supporting actions are to:</p> <ul style="list-style-type: none"> • develop local mental health action plans (LAS and LHBs) 	<p>Local Health, Social Care and Wellbeing Strategies for older people should ensure that they prioritise the development of initiatives that offer opportunities for reducing social isolation</p> <p>implement a programme of national action to tackle stigma and discrimination as part of this action plan as well as a programme of national action to promote social inclusion (LAS/LHBs and the Assembly Government)</p>	<p>Local authorities/LHBs: local public health teams</p>

Evidence	Current policy/programme actions	Proposed further actions	Lead
<p>Specific programmes</p> <p>Providing opportunities for community participation through arts and theatre projects have been shown to impact on individual and community mental health outcomes</p> <p>Activity programmes delivered in community settings can result in general improvements in subjective wellbeing</p> <p>Large-scale stress workshops under a 'healthy cities' programme, reduced anxiety and distress and increased coping skills in participants</p>	<p>Communities First is the Welsh Assembly Government's policy for helping the most deprived communities in Wales to tackle the effects of deprivation. Communities First Partnerships in 142 areas bring together community members, statutory, voluntary and business representatives to work together to determine and address priorities for action. Each Partnership is working toward producing an Action Plan which sets out cross cutting action on a number of themes including Health and Well Being. The Partnerships are encouraged to value diversity, to be inclusive and to consult all members of the community in developing their plans.</p> <p>The communities that care programme has been shown to improve youth behavioural outcomes, parental skills and family and community relations, as well as showing decreases in school problems, weapons charges, burglary, drug offences and assault charges.</p>	<p>Information on the Mental Health Promotion Action plan will be disseminated to all Communities First Partnerships.</p>	

Evidence	Current policy/programme actions Proposed further actions	Lead
<p>Housing</p> <p>Poor housing is strongly linked to poor health, in particular mental health.</p>	<p>Adult NSF:</p> <p>Promoting opportunities for a normal pattern of daily life for people with mental health problems, particularly action for LAs to ensure there is a range of housing options with appropriate levels of support available for people with mental health problems</p> <p>Actions to increase the supply of affordable housing: <i>The Affordable Housing Toolkit</i> is designed to highlight the mechanisms available to local authorities to increase the supply of affordable housing</p> <p>Actions to improve housing quality: The <i>Welsh Housing Quality Standard</i> sets a standard for social housing and provides guidance to local authorities on assessing housing quality and details of how to meet the standard.</p>	

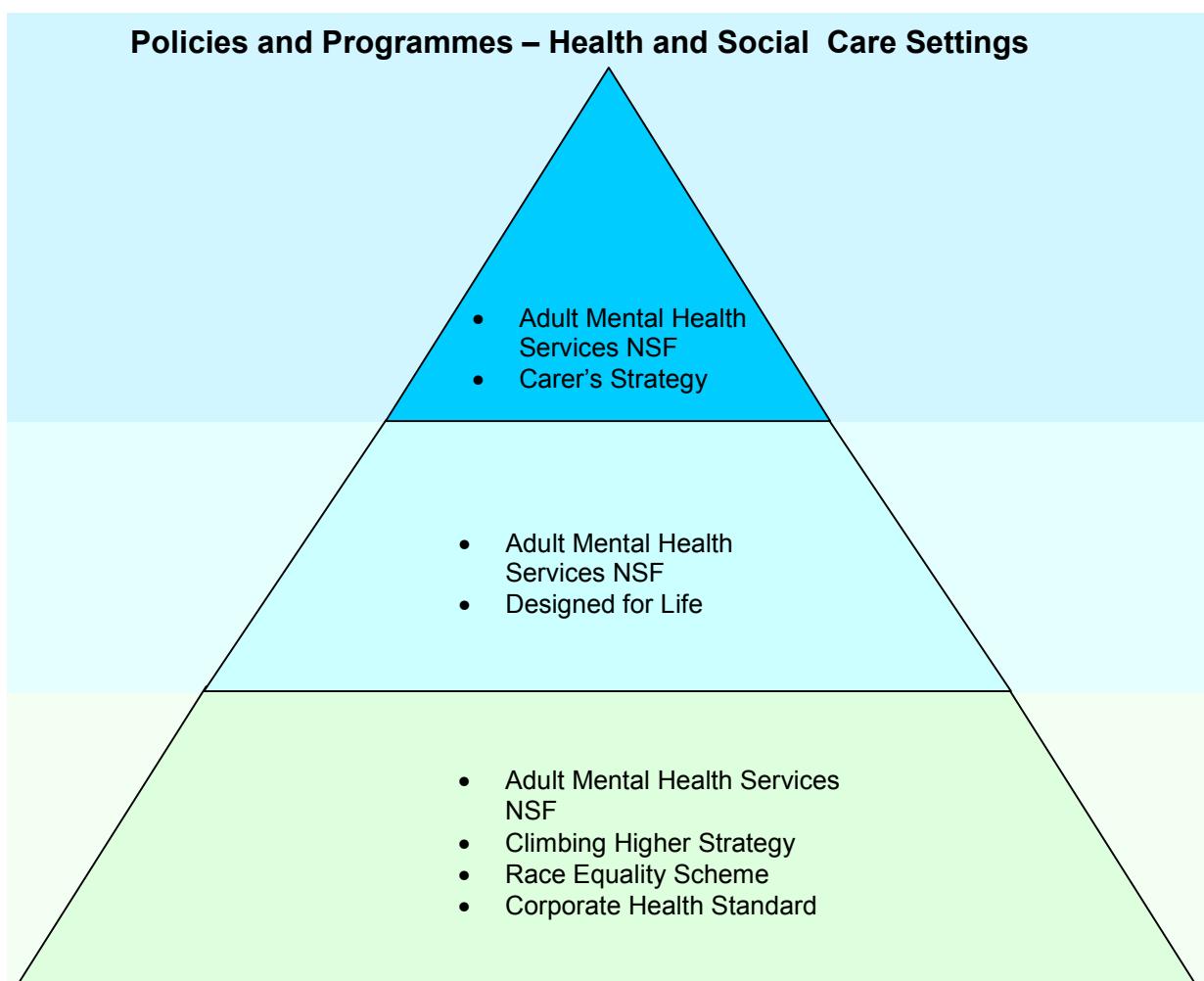
Health and social care settings

Rationale

Health services are key settings for the promotion of good mental health.

Healthcare professionals within generic and also specialist services are in a unique position to improve mental health outcomes for individuals and whole communities. Many initiatives undertaken by mental health services will occur in collaboration with partners across other agencies and sectors, and the consequent benefits will be widely experienced across the community.

Health services should also attend to the mental health needs of their own staff, by setting up initiatives to prevent staff burnout and stress.



Taking stock

The revised *National Service Framework for Adult Mental Health Services* sets a clear course of action to ensure the momentum for improving mental health services.

Designed for Life the 10-year strategy for health and social care services in Wales also contributes significantly to shaping action in this setting, and is reflected in the *Adult Mental Health Services NSF*.

Evidence	Current policy/programme actions	Proposed further actions	Lead
	Significant Adult Mental Health Services NSF standards with key supporting actions include (<i>Refer to the NSF for full actions and monitoring detail</i>):		
Support services	<p>Provision of counselling and support services in primary care has been shown to be effective for detection and management of depression; for reduction of depression in teenagers using a targeted practice-based consultation; and for post natal depression when delivered by health visitors</p> <p>Cognitive behavioural therapy (CBT) showed more of an effect on reducing clinical depression than other forms of supportive therapies; individual delivery was more effective than group-based</p>	<p>Encouraging the full and genuine participation of service users and carers in all aspects of mental health services, with key actions to:</p> <ul style="list-style-type: none"> • Provide them with timely access to comprehensive, clear, appropriate and helpful information in a range of appropriate formats and languages • Make available a range of advocacy services across Wales • Support people from all BME groups to live healthy and independent lives, and work to eliminate unlawful discrimination and promote good relations in NHS and social care settings through the development of a race equality action plan 	

Evidence	Current policy/programme actions	Proposed further actions	Lead
interventions; was more effective than GP care on its own; and interventions of brief duration were effective	<ul style="list-style-type: none"> • for mental health services in Wales • Ensure service users are involved in the planning, design, delivery and monitoring/evaluation of mental health services 	<p>2006/07 SaFF targets include routes to ensure that patients requiring psychological therapies can be referred via primary and secondary care and have access to the therapy within 3 months of assessment</p> <p>For those with serious mental health problems and/or complex enduring needs, the Care Programme Approach has been introduced across Wales. This includes provision for the medical, physical, psychological and social needs of service users.</p>	
	Supported employment schemes	<p>Primary care can play an effective role in enabling mental health service users to gain employment via promoting supported employment schemes; by skilling practitioners to facilitate job retention, by offering CBT to enhance job search skills; and by supporting people who have been</p> <p>See actions under 'employment and economic activity' theme</p>	

Evidence	Current policy/programme actions	Proposed further actions	Lead
long-term unemployed through chronic pain to improve self-perceived psychological health Specific interventions	<p>Social prescribing in primary care, whereby social interventions are offered in preference to pharmacological ones, have demonstrated a positive association with improving social networks, self-esteem, self-confidence and life skills, all of which are significant protective factors for mental health</p> <p>Public health interventions delivered by nurses and comprising home visiting, education, psychological therapies and support have demonstrated a positive effect on single parents' social adjustment; on family mental health; on incidence of depression in at risk women; and on problem-solving for people with chronic physical ill health and their carers</p> <p>Occupational therapy interventions that include components on physical and mental well-being and</p>	<p>Providing effective client assessment and care pathways, based on the best evidence and including provision for the medical, physical, psychological and social needs of service users and carers, with key actions to:</p> <ul style="list-style-type: none"> • Introduce the care action approach across Wales for all people with serious mental health problems • Ensure that primary care works jointly with mental health services to provide effective care of physical health problems (such as dental, visual and hearing needs) • Ensure effective communication within and between services, so that people don't 'fall through the services net' • Have arrangements in place to support the criminal justice services including prisons and youth offending teams; and • Produce suicide prevention guidance and protocols for use in primary and secondary care 	Welsh Assembly Government (PHID)

Evidence	Current policy/programme actions	Proposed further actions	Lead
occupational functioning have been shown to promote quality of life especially for people in later life	the original award winning, Cardiff Book Prescription scheme, aimed at helping people with mild to moderate psychological problems.		
General	<i>Designed for Life</i> specifies that all LHBs and NHS Trusts in Wales should obtain Gold or Platinum Corporate Health Standard Awards by March 2008.		

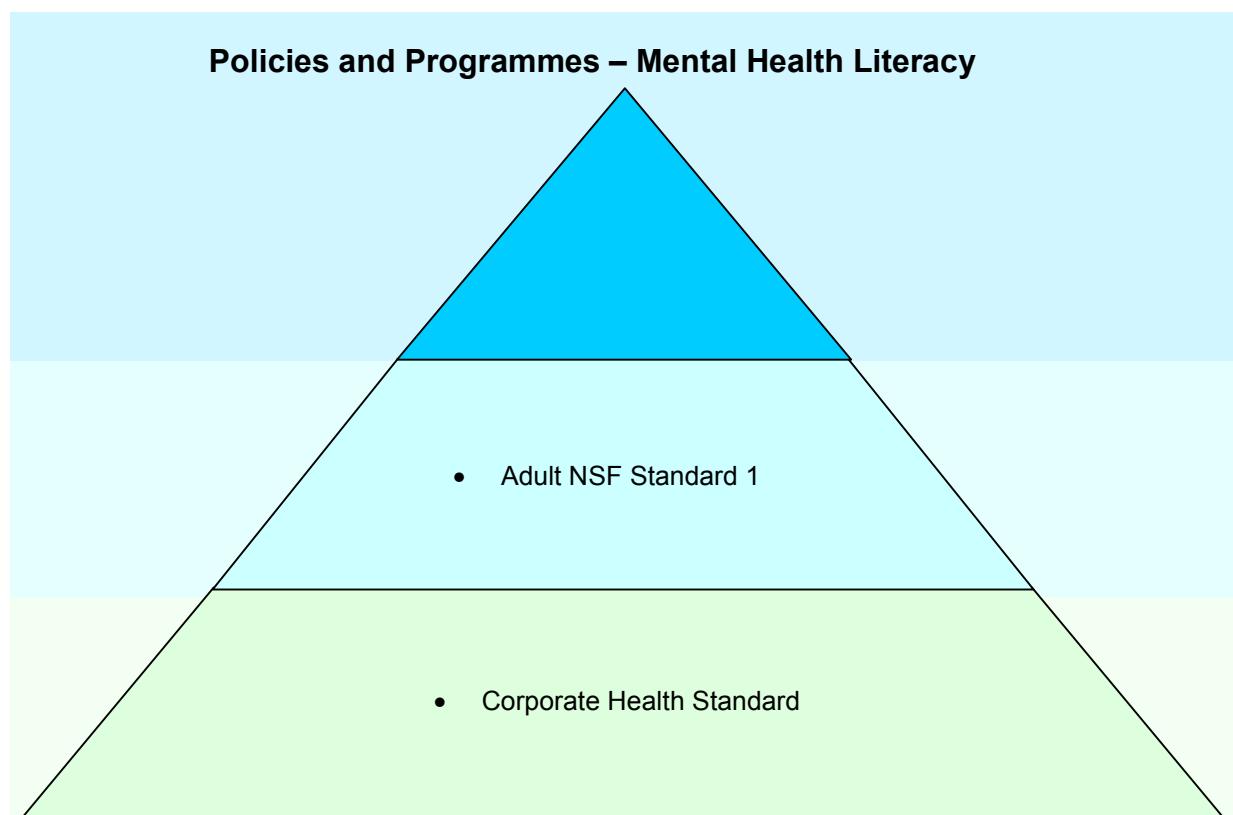
Mental health literacy

Rationale

Building mental health literacy means developing the skills to be able to acquire and read mental health information, and successfully apply it to one's own situation. It goes beyond the ability to read, and provides people with a greater knowledge about mental health and illness. It helps them understand their beliefs (including myths, prejudices and understandings), and recognise, prevent, and manage mental illness. Building the mental health literacy of individuals and the population will contribute to reducing negative, hostile, discriminatory, or stigmatising beliefs and behaviours.

There is widespread ignorance of mental health and mental illness, including causation, sources of support, effective treatments, and the potential to recover. People are more reluctant to discuss mental ill health with relatives and friends than physical disorders. They are concerned about consulting their GP with depression in case the GP views them as unbalanced or neurotic, and believe that the GP may not be the 'right' person to talk to. Some people believe mental health problems should not be talked about at all.

Knowledge of mental health and mental ill health is derived from personal experience or contact with someone with a mental illness; and media stories, reports and television or cinema drama depicting mental disorders. The media contribute to the stigma and discrimination around mental illness, often incorrectly linking it with violence, dangerousness or crime. The stigma of mental illness is underpinned by emotional responses that are fuelled by beliefs about dangerousness, lack of any effective cure, individual responsibility for the condition and being 'different from normal'.



Taking stock

Evidence	Current policy/ programme actions	Proposed further actions	Lead
<p>Mental health first aid</p> <p>The Mental Health First Aid course, developed in Australia has demonstrated a decrease in stigmatising and negative attitudes, and improved mental health in participants</p>	<p>Roll out of mental health first aid programme across Wales</p>	<p>Welsh Assembly Government (PHID)</p>	
<p>Mental health information</p> <p>The provision of information about mental illness can improve recognition of mental disorders and decrease social distance from people with mental disorders</p>	<p>The Adult MH NSF includes the action to provide access to comprehensive, clear, appropriate and helpful information about mental health in a range of appropriate formats and languages</p>	<p>December 2009 LAS/LHBs</p> <p>Produce an information leaflet on protecting against dementia that stresses the importance of both physical and mental activity as preventative measures</p> <p>Develop an information resource on mental health and illness matters, accessible via a website providing</p>	

Evidence	Current policy/ programme actions	Proposed further actions	Lead
	<p>downloadable resources to include:</p> <p>Employers' information pack</p>	<p>downloadable resources to include:</p> <p>Employers' information pack</p>	<p>Welsh Assembly Government (PHID)</p> <p>Welsh Assembly Government (PHID)</p> <p>A journalist information pack to include mental health facts and guidelines for responsible reportingwith separate sections with advice, guidance and signposting to useful services and other sources of information for young people and carers</p>

Evidence	Current policy/ programme actions	Proposed further actions	Lead
General		<p>Fact sheets on common mental health problems and treatments</p> <p>Implement a programme of ongoing monitoring to track public attitudes to mental health problems</p>	<p>Welsh Assembly Government (PHID)</p> <p>Welsh Assembly Government (PHID)</p>

SECTION 3: Consultation Questions

Appendix 1 –Table of Mental Health Supporting Policies and Programmes

Key: P+YE = Parenting and Early Years; C+YP = Children and Young People;; Work = Workplace, employment and Economic Development; Older = Older People; Comm = Communities; H+SC = Health and Social Care.

Settings	Brief description of policy/programme	Contribution to mental health	
Affordable Housing Toolkit (http://new.wales.gov.uk/docrepos/40382/sir/consult/2005/affordablehousingtoolkit/consultation?lang=en)	The toolkit brings together the national policy context in relation to housing and sets out the powers and tools to deliver affordable housing, drawing on good examples from around Wales to help spread good practice	Addresses the causes of stress to people living and working in rural areas.	
All Wales Rural Stress Forum http://www.ruralnet.org.uk/~rsin//policywork.htm	A multi-agency group to identify the nature and scale of rural stress, provide information, and promote appropriate services and remedies. This has included action with farmers to mitigate the impact of Common Agricultural Policy (CAP) reforms and smooth the inspection regime.		
All Wales Youth Offending Strategy	The result of key agencies working together to develop a national framework for preventing offending and re-offending by young people in Wales.	The AWYOS action plan has set out a way forward for delivering sustainable CAMHS in Wales.	
C+YP Comm			
P+EY	Breastfeeding Strategy	The strategy aims to reduce health inequalities by promoting breastfeeding	Breastfeeding promotes the mental health and wellbeing

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
	http://new.wales.gov.uk/topics/health/professionals/office_chief_nursing/breastfeeding/breastfeeding_strategy/isessionid=760ACB3C3A6388F05ED9D5B295826249?lang=en	in Wales. It places emphasis on all mothers being able to make fully informed choices about how best to feed their babies, based on consistent, robust information.	of the child particularly in pre-term babies where breast milk is known to promote brain growth as well as having wider health benefits. Breastfeeding also promotes the mental health of new mothers by providing psychological reassurance through frequent contact with the infant.
		Carers Strategy http://www.wales.gov.uk/subisocialpolicy/content/pdf/carers_e.pdf	Aims to improve the health and well-being of carers (including young carers) and those for whom they care. The implementation plan is being taken forward in partnership with local government, the voluntary sector and other key agencies, to maximise opportunities to meet carers' needs
P+EY C+YP		The National Service Framework (NSF) for Children, Young People and Maternity Services (Children's NSF) http://www.dh.gov.uk/PolicyAndGuidance/HealthAndSocialCareTopics/ChildrenServices/ChildrenServicesInformation/fs/en	Outlines a series of standards and key actions to improve the health and wellbeing of children and young people. A module of the NSF is dedicated to children and young people with mental health problems and disorders.

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
P+EY C+YP	Children's Partnerships www.childreninwales.org.uk	Set out the main priorities for all local services affecting children and young people through a series of frameworks that take enable local needs to be taken into account.	Local priorities include action to improve mental health and wellbeing of children.
C+YP Older Comm	Climbing Higher – Strategy for Sport and Physical Activity http://www.sports-council-wales.co.uk/images/client/frameworkstrategyE.pdf	Designed to maximise the contribution that sport and physical activity can make to wellbeing in Wales and encourages people to become 'physically literate'	Improving general health and wellbeing
Comm	Communities First http://www.communitiesfirst.info/	This programme tackles deprivation in the most disadvantaged communities addressing key themes including: jobs and business, education and training, the environment, 'active community', crime and safety, and health and wellbeing.	Outcomes will result in reduced mental health risk factors
Comm	Community Safety Partnerships http://www.community-safety.net/images/downloads/Pack-section11.pdf	The 22 Community Safety Partnerships in Wales have a statutory responsibility to formulate and implement a community safety strategy. The strategies aim to build safer communities. Distinct projects include action on: fear of crime, home security, and bogus callers.	Aim to build safer communities thereby increasing people's peace of mind and improving mental health

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
Work	Corporate Health Standard (Revised) http://www.cmo.wales.gov.uk/content/work/workplace/corporate-standard.htm	Assembly Government workplace health development tool and award scheme to support and reward good practice in workplace health promotion. In achieving the different levels of award, organisations are required to provide structured evidence that they are supporting and promoting health and wellbeing in the workplace. Developed in consultation with HSE, the revised standard is aligned with HSE's Stress Management Standards.	Promotes health and wellbeing in the workplace
Comm	Countrywide Rights of Way Act http://new.wales.gov.uk/topics/environment/countryside/env_cons_managemnt/countrywide_coastal_access/crown_act/part1/?lang=en	Outlines access rights to countryside in Wales	Increases opportunities to exercise and take advantage of the countryside
H&SC Comm	Designed for Life http://www.wales.nhs.uk/documents/design-signed-for-life-e.pdf	The 10 year health and social care strategy, prompting a shift towards better designed and better delivered services in key priority areas.	Includes mental health services
Work	DWP Pathways to Work Incapacity Benefit (IB) Reforms pilot http://www.dwp.gov.uk/asd/asd5/wp26.pdf	Contributes to Health Work and Wellbeing Strategy and the wider welfare reform agenda. Includes the delivery of a pioneering rehabilitation programme run by the NHS to help people claiming incapacity benefits to find work.	Focuses on helping people with a work limiting health problem, including mental health and musculoskeletal problems.

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
C+YP	Education of Children with Medical Needs http://www.learning.wales.gov.uk/scripts/fe/news_list_archive_bysubject.asp?CatID=23	The Education of Sick Children" (Welsh Office circular 57/97) concerns the arrangements to be made for the education of sick children. It stresses the need for continuity in education for the sick or injured child, whether provision is made at home or in a hospital, and the importance of effective liaison with the school the child normally attends.	Mental Health and Psychiatric care are promoted within all of the guidance documents for supporting children and young people within education who suffer from mental health problems.
P+EY C+YP	Everybody's Business (http://www.wales.nhs.uk/publications/m_en-health-e.pdf)	New guidance for children and young people with medical needs is being drafted to update current publications. The document will be aimed at all maintained schools, LEAs hospital and trust managers, social services departments, LHBs, parents, and interested organisations.	A 10 year strategy for Wales setting out improvements in mental health services for everyone between the ages 0–18.
Older Comm	Exercise Referral (http://www.wales.gov.uk/subiocalgov/c)	This project targets low and medium risk adults in the population. Patients are referred to an exercise programme by a	Improving general health and wellbeing

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
	ontent/partnership/02march06/pc24(10) newnatexercisereforsch-e.htm	health professional. Schemes are operating across Wales at different levels but it is the aim to support and sustain schemes, alongside a full evaluation of effectiveness.	
P+EY	Flying Start http://www.learning.wales.gov.uk/scripts/fe/news_details.asp?NewsID=2218	Targets 0-3 year olds in the most deprived communities in Wales where there are greater health inequalities. The programme provides parents with support through additional health visiting and childcare.	Will benefit the health and wellbeing of targeted children and have a positive effect on mental health.
C+YP	Framework for Partnership http://www.wales.gov.uk/subichildren/ontent/partnership/index.htm	A suite of guidance to improve services for children and young people through partnership and participation to deliver the commitment of 'Wales a Better Country' that future generations 'should enjoy better prospects in life and not be landed with a legacy of problems bequeathed by us': <ul style="list-style-type: none"> • Children and Young People's Partnerships have been formed in all 22 local authority areas of Wales • Extending entitlement provides direction and guidance on accessing entitlement to services and support for every 11-25 year old in Wales 	Strengthening mental health protective factors through provision of appropriate support.

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
		which include counselling and health advice	
		Cymorth, the Assembly Government's Children and Youth Support Fund supports projects delivered through partnerships across Wales in disadvantaged areas under themes that contribute to good mental health including family support, empowerment and participation.	
Older	Free Swimming for Older People (http://new.wales.gov.uk/topics/culture_and_sport/sport/free_swimming/?lang=en)	A programme that benefits everyone over 60 in Wales, with an aim to contribute to increasing the health of older people.	Improving physical health linked to improving general wellbeing and mental health
P+EY C+YP	Free Swimming Scheme (http://new.wales.gov.uk/topics/culture_and_sport/sport/free_swimming/?lang=en)	Free swimming provided to all local authority pools in holiday periods for children aged 16 and under.	Improving physical health linked to improving general wellbeing and mental health
	Healthy Ageing Action Plan (http://www.cmo.wales.gov.uk/content/publications/strategies/index-e.htm)	The Healthy Ageing Action Plan for Wales is an element of the overarching Strategy for Older People. It brings together in one document existing and proposed health promotion initiatives for older people, and provides guidance on evidence based health promotion interventions.	Includes Specific actions to protect and improve the emotional health and wellbeing of older people

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
Comm	Health Challenge Wales (www.healthchallenge.wales.gov.uk/)	The Assembly Government's challenge to the nation to take personal responsibility for health	Assembly Government policies and programmes to improve health will have a positive effect on mental health
Work	Health and Safety Executive (HSE) Stress Standards (http://www.hse.gov.uk/stress/standards/index.htm)	Encourage employers, employees and their representatives to work in partnership to address work related stress; simplify risk assessment for stress; and provide a yardstick to gauge performance.	'stress' or more accurately distress negatively affects mental health
Work	Healthy Minds at Work (www.healthymindsatwork.org.uk)	A £5 million programme to aid job retention amongst workers in Wales experiencing stress, anxiety and depressive disorders launched in September 2005 that brings together public, private and voluntary sector organisations.	Specific programme to target the stigma of mental ill health and promote mental health in the workplace

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
		<ul style="list-style-type: none"> • Carrying out research to discover best practice 	
Comm	Health Promotion Voluntary Sector Grant Scheme (http://www.cmo.wales.gov.uk/content/work/community&volsector/grantscheme/we.htm)	The Health Promotion Voluntary Sector Grant Scheme aims to develop the capability of national voluntary organisations in Wales by promoting health and well being through support for core and project activities including projects specifically dealing with mental health issues.	Reducing health inequalities and promoting healthier lifestyles linked to improved mental health and wellbeing.
Work	Health Work and Wellbeing – Caring for our future (http://www.dwp.gov.uk/publications/dwp/2005/health_and_wellbeing.pdf)	Joint DWP, DoH and HSE strategy to break the link between ill health and inactivity and transform opportunities for people to recover from illness whilst at work. The strategy recognises that work is good for wellbeing.	Specifically highlights 'common mental health problems' as a key area for action
P+EY C+YP Comm	Hidden Harm http://www.drugscope.org.uk/uploads/going/practice/documents/hidden_harm_summary.pdf	The Advisory Council on the Misuse of Drugs produced the 'Hidden Harm' report in 2000, responding to the needs of children of problem drug users. The Welsh Assembly Government's Advisory Panel on Substance Misuse produced 48 recommendations.	The recommendations directly link substance misuse and mental health
Work	HSE's Workplace Health Connect	A pilot initiative to provide businesses with free health and safety information and advice via a telephone service. In	Improving workplace health is the key priority of this programme, in particular

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
		some areas (mainly South Wales) the service extends to one-to-one support with workplace visits from Workplace Health Connect staff	workplace stress.
Comm	Iath Pawb – National Welsh Language Action Plan http://www.bwrrdd-yr-iaith.org.uk/cynnwys.php?cID=1&pID=109&nID=96&langID=2	A national action plan for a bilingual Wales. There are 60 projects across portfolio areas designed to support and promote the Welsh language. The action plan links the Welsh language with health and social care, as well as children and young people and older people, communities, education and lifelong learning, and the economy.	Language and ability to communicate can have an implication on mental health
Older	LinkAge scheme http://www.wales.gov.uk/subisocialpolicy/content/consultations/link-age-e.pdf#search='wag%20link%20age%20scheme'		
Comm	Local Authority Health Social Care and Wellbeing Strategies http://www.opsi.gov.uk/legislation/wales/wsi2003/20030154e.htm	LAs have developed three-year action plans setting out activity underpinning Health Challenge Wales and integrating it into community. Each plan aims to improve wellbeing within community settings.	Reducing health inequalities and promoting healthier lifestyles linked to improved mental health and wellbeing.
Comm	National Homelessness strategy http://new.wales.gov.uk/docrepos/40382/sir/housing/homelessness/strategy?lang=en		

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
Work	New Deal for Disabled People (http://www.direct.gov.uk/DisabledPeople/Employment/WorkSchemesAndProgrammes/WorkSchemesArticles/fs/en?CONTENT_ID=4001963&chk=cv3TWD)	A Jobcentre Plus pilot initiative to provide 'Job Brokers' who work closely with individuals who are disabled to help them prepare for, find or return to work, and help them remain in work.	Reducing health inequalities and improving access to employment both of which are beneficial to mental health
Older	Older People's NSF (http://www.wales.nhs.uk/sites3/news.cfm?orgid=334&contentid=4756)	Sets national, evidence based standards to improve health and social care services and equity of access for older people across Wales.	Includes a mental health standard for older people (and younger people suffering from dementia) and has mental health specific objectives
P+EY C+YP	The Parenting Action Plan (http://www.wales.gov.uk/subchildren/content/consultations/pap-summary.e.pdf)	Aims to provide more information and advice for parents in their nurturing role through a bilingual telephone help-line.	Good quality parenting nurtures self esteem which is a mental health protective factor
P+EY C+YP	Play Policy/Strategy (http://new.wales.gov.uk/topics/educationandskills/policy_strategy_and_planning/104009-waq/87760-waq11111?lang=en)	The strategy will look at all play needs of children at each stage of their development and implements the Assembly Government's Play Policy adopted in 2002. The strategy aims to continue to ensure that play is recognised as a means of providing enjoyable psychological and physical activity for all children.	Strengthening mental health protective factors.

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
P+EY C+YP	Promoting Emotional Health in Schools Guidance http://www.healthpromotingschools.co.uk/practitioners/nationalguidance/hpsmod_els.asp	For schools, LEAs and other partners to promote the mental health and social well being of pupils, including those in nursery settings.	The guidance will cover aspects such as whole school approaches to promoting positive mental health, recognising early signs of mental health problems and distinguishing between different types of mental health problems and describing the necessary referral systems.
P+EY C+YP Comm	Race Equality Scheme (http://www.wales.gov.uk/themestraceequality/index.htm)	Sets out a commitment to becoming an exemplar public authority in Wales in developing long-term positive change to eliminate unlawful racial discrimination, promote race equality and promote good race relations. The scheme will be in operation from 2005 to 2008.	There are a number of actions on Mental Health. See the departmental action plan of Health & Social Care for specific work on this area.
Comm	Revised Adult Mental Health Services NSF and Action Plan (http://www.wales.nhs.uk/documents/WbsiteEnglishNSFandActionPlan.pdf)	Takes into account 'Designed for Life' and recent reviews into mental health services. It sets out the framework for delivering improved mental health services in Wales.	Standard 1 aims to actively promote good mental health for all, tackle the stigma associated with mental health, and promote social inclusion of people with mental health problems. Targets include development of this Mental Health Promotion Action Plan.

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
Comm	Review of Overindebtedness 2005	The review of overindebtedness maps the scale of personal debt, analyses the consequences of personal debt and its impact on the individual, society, the economy and Assembly Government strategies and policies. It makes then specific recommendations and an action plan to deliver these is being devised.	The review acknowledges the impact of overindebtedness on mental health and the cumulative effects it can have including; social exclusion, poor diet, etc. The recommendations of the review place an emphasis on affordable credit, financial literacy and appropriate advice in an attempt to lessen the burden of debt for individuals and the opportunities to increase debt to problematic levels.
P+EY	The Routine Antenatal Enquiry into Domestic Abuse	A programme to train midwives and health visitors to spot domestic abuse. Trained midwives and health visitors are able to signpost mothers requesting support to relevant agencies.	Domestic abuse is a risk factor for mental ill health
Older	Senior Volunteer Network http://www.csv-rsvp-wales.org/	Retired and Senior Volunteer Programme run by CSV (Community Services Volunteers) and funded by the Assembly Government	Volunteering offers mental health benefits to volunteers enabling them to stay mentally active
P+EY C+YP	Special Educational Needs Code of Practice	Provides practical advice to LEAs, maintained schools, early years settings and others on carrying out their statutory	The Code suggests that children and young people with SEN are more likely to

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
	(http://www.teachernet.gov.uk/docbank/index.cfm?id=3724)	duties to identify, assess and make provision for children's special educational needs.	have mental health problems than those without, emphasising the importance of close links between education services and Child and Adolescent Mental Health Services (CAMHS).
Older	Strategy for Older People in Wales (www.wales.gov.uk/subisocialpolicy/content/older/older-people-final-e.pdf)	The 10 year overarching framework for the development of policies and programmes which promote health and independence for older people. Key actions in the Strategy document directly led to the development of the Healthy Ageing Action Plan and the Older People's NSF, both of which include actions to promote health and wellbeing in older age.	A key aim of the strategy is to develop policies and programmes that promote and improve the health and wellbeing of older people
C+YP Comm	Substance Misuse Strategy and implementation plan	Sets out a framework that covers illegal drugs, alcohol, prescription and over-the-counter medication, and volatile substances. Key aims focus on preventing children, young people and adults from misusing substances; protecting families and communities from the problems associated with substance misuse; increasing the	Includes modules on co-occurring mental ill-health and substance misuse in children and young people.

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
		availability of effective treatment; and stifling the availability of illegal drugs and inappropriate availability of other drugs.	
P+EY C+YP Comm	Supporting People www.spkweb.org.uk/)	A programme providing accommodation-related support for a range of vulnerable people. Social inclusion is promoted by assisting people to move on from institutional settings or to avoid the need to enter institutions, therefore avoiding the chaotic lifestyles that can undermine the effectiveness of clinical services.	Includes support for those specifically with a mental health problem.
C+YP	Tackling Bullying in Schools http://www.estyn.gov.uk/publications/Se_C_Remit_Tackling_Bullying_in_Schools_a_survey_of_effective_practice.pdf	Continuing promotion with schools and LEAs of the need to tackle bullying, using approaches highlighted in the Respecting Other guidance	Bullying is a risk factor for mental health problems
P+EY C+YP Comm	Tackling Domestic Abuse the All Wales National Strategy http://new.wales.gov.uk/topics/housing_and_community/safety/publications/domesticabusestrategy:isessionid=17EFA4D27DEE1DB8AA14ECC574407BB2.www1?lang=en	Provides an important framework for the development of local action and emphasises the need for joint agency working.	Domestic abuse is a mental health risk factor

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
Wales a Better Country (http://www.wales.gov.uk/themesbettercountry/strategic-e.pdf)	Sets out the Assembly Government's vision for creating a more prosperous, healthier and better educated country.	A key aim is to put health and wealth creation at the heart of policy making, both of which have a positive effect on mental health	
Comm	Wales Spatial Plan (http://www.wales.gov.uk/themespatialplan/content/spatial-plan-e.htm)	The Wales Spatial Plan is a 20-year vision to sustain communities by tackling the challenges of population and economic change. It describes 'visions' for 6 broad spatial areas in Wales, with actions at national and area levels. Each area has action point to reduce health inequalities and promoting healthier lifestyles.	Reducing health inequalities and promoting healthier lifestyles linked to improved mental health and wellbeing.
Work	Wales a Vibrant Economy (http://new.wales.gov.uk/doc/repo/4038231141/4038211251/403821125/4038211251/wave?lang=en)	Sets out the Assembly Government's vision for a vibrant Welsh economy delivering strong and sustainable economic growth by providing opportunities for all. It presents a strategic framework to achieve this	Increases in employment opportunities will indirectly improve mental health as unemployment or lack of employment opportunities are mental health risk factors
Work	Want2Work joint Assembly Government and Jobcentre Plus pilot initiative	To help people who are economically inactive and already claiming benefit, who are willing to find work. For those with a work limiting health problem, advice and support is available from a health professional working alongside Jobcentre Plus advisers	Aims to decrease worklessness which is detrimental to wellbeing and mental health

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
Work	Welsh Backs	An Assembly Government initiative to raise public, and employers' awareness of how to manage and cope with back pain, which is second only to stress as a reason for claiming IB.	Chronic pain is a significant risk factor for mental ill health
	Welsh Housing Quality Standard (<u>http://new.wales.gov.uk/docrepos/40382/sir/housing/whqsg/whqsgguide?lang=en</u>)	The Standard has been developed to provide a common target standard for the physical condition of all housing in Wales	The Assembly Government expects all social landlords in Wales to adopt the Standard and to devise realistic programmes for bringing all their properties up to it by the end of 2012
P+EY C+YP Comm	Welsh Network of Healthy School Schemes (<u>http://www.cmo.wales.gov.uk/content/work/schools/wnhsss-e.htm</u>)	Encourages the development of local healthy school schemes within a common national framework. These in turn, encourage the development of health promoting schools in their area. 'Health promoting' schools actively promote and protect the physical, mental and social health and well being of their communities.	General health and wellbeing improvements positively impact on mental health.

Settings	Policy/Programme/link	Brief description of policy/programme	Contribution to mental health
C+YP	14 – 19 Learning Pathways (<u>http://www.learning.wales.gov.uk/pathways/welcome-e.htm</u>)	A long-term programme with 6 key elements, one of which is personal support. Access to personal support is provided when needed by self-referral or with agreement with learner, referral by someone else. The programme provides access for all learners to services or people that support them in developing solutions to the personal, social, emotional and physical problems, which become obstacles to realising their potential.	Strengthening mental health protective factors through provision of appropriate support.

Appendix 2 – Indicators of social determinants for common mental disorders

Social determinant of CMD	Indicator	Data source for indicator (Websites accessed 27/08/05)
Cumulative deprivation (either measured as multiple indicators of deprivation at one time-point or indicators measured at several time-points)	<p>A combination of indicators. In particular, the proportion of the population:</p> <ul style="list-style-type: none"> • Living in poor housing (such as overcrowding, having no central heating) • Having a low income (such as households with annual incomes below 60% of the national median income) • With low educational attainment (such as no educational qualifications) 	<p>Housing: Census. www.statistics.gov.uk</p> <p>Income: Department of Work and Pensions http://www.wales.gov.uk/keypubstatisticsforwalesheadline/content/social/2004/hdw200405264-e.htm.</p> <p>Education: Department of Education and Skills and Welsh Local Labour Force Survey. http://www.wales.gov.uk/keypubstatisticsforwales/content/publication/post16education/2003/sb115-2003/sb115-2003.htm</p>
Unemployment (particularly youth and long-term)	<ul style="list-style-type: none"> • The proportion of youth unemployed • The proportion of the population in long term unemployed 	<p>The Labour Force survey (for both indicators) http://www.statistics.gov.uk/SATATABASE/Source.asp?vlnk=358&More=Y#datacoverage</p>
Poor psychosocial work characteristics: poor interpersonal relationships, work stress specifically psychological job demands, heavy workload, and aspects of work pressure (effort-reward imbalance and low decision authority) and workers with low home control.	<p>Health and Safety Executive tools to measure:</p> <ul style="list-style-type: none"> • The level on effort-reward imbalance • Low supervisor support 	<p>Health and Safety Executive : www.hse.gov.uk/research/crr/pdf/2002/crr02422.pdf</p>

Social determinant of CMD	Indicator	Data source for indicator (Websites accessed 27/08/05)
As a child: family composition (in particular parental separation or divorce, single parenthood), and family problems (in particular conflict, neglect).	<ul style="list-style-type: none"> • The proportion of the population in care • The proportion of families that are on the at-risk register 	Welsh Assembly Government, Local Government Data Unit In-care: http://www.lgdu-wales.gov.uk/eng/SearchResults.asp?first=1&quick=1&search=children+in+care&Search=Go At risk: http://www.lgdu-wales.gov.uk/eng/Publication.asp?id=SXBAC1-A77FA107
Marital break-up, and social isolation	<ul style="list-style-type: none"> • The proportion of the population divorced <p>Secondary measure:</p> <ul style="list-style-type: none"> • Social isolation measured by the level of membership of community groups, such as of a church or other religious organisation, a choir, a voluntary/charity group or sporting club 	Divorce: ONS, data from The Court Service. http://www.wales.gov.uk/keypubstatisticsforwalesfigures/content/social/marriage.htm Social isolation: General Household Survey http://www.statistics.gov.uk/statbase/Product.asp?vlnk=9233

Appendix 3 – Principles of effective practice

A review of the mental health promotion literature shows that there are some principles of effective practice for running programmes to promote mental health which underpin the promotion of positive mental health.

Effective approaches should be:

- long term
- theoretically based
- practical
- holistic and focusing on a number of delivery settings
- sustainable
- consistent
- non-stigmatising
- evaluated - both process and outcome

Effective approaches should be developed, taking account of:

- needs assessment
- consultation with the target group or groups; and
- the setting for delivery

Effective approaches should consider:

- access to the target population; and
- appropriateness and accuracy in relation to culture, race, gender, sexuality, age and geography

Effective approaches delivered to the whole community should be:

- delivered in a safe and stable environment
- structured and proactive
- targeted at risk and protective factors (rather than problem behaviours or symptoms)
- encouraging and supported by broad social networks
- delivered in partnership with shared responsibility and representation from the target group; and
- supported at a senior level either within the community, locality or the delivery organisation

Effective approaches should aim to:

- foster self esteem and increase confidence
- enhance control and enable individuals to make relevant decisions and engage emotionally
- provide information and raise awareness

- develop life and social skills to enable individuals to cope – reinforcing the positive and challenging the negative
- reduce social isolation and promote social inclusion

Effective approaches are delivered by individuals who:

- are well trained and supported and recognise that different delivery styles can impact on the intervention and its outcome
- are rigorously supervised
- to ensure those most in need receive high levels of support to engage and maintain their attendance
- treat those they are working with trust and respect and expect the same from them
- work within a supportive organisation that recognises the importance of integrity, equality and diversity

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Policy Gateway Summary

The results below represent the agreed outcomes of *The Mental Health Promotion Action Plan* being tested against the Assembly's Integration Tool that involved representatives from PHID, DHSS, SJR, DEIN, EPQD . Those representatives agree this is an accurate overview of their collective comments.

Key: U – Undermining; P – Poor; N – Neutral; F – Fair; G – Good; E - Excellent

Wales: A Better Country Commitment	Overall Contribution						Explanation
	U	P	N	F	G	E	
1. Promoting the Economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The action plan does not directly promote the economy, hence the majority of scores were 'N', however, elements of it do support this aim, particularly proposed actions relating to the Corporate Health Standard, bringing the overall score to 'F'
2. Action on social justice for communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	As above – cross cutting nature of the action plan means it should have a positive effect on this aim. It tackles the determinants of mental ill health and identifies communities as a key setting. Majority of scores recorded as 'G'
3. Action in our built and natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan does not contribute to this aim, save an indirect contribution in encouraging people to walk/cycle more (take more exercise). Majority of scores recorded as 'N'
4. Strengthening Wales' cultural identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Cultural identity is a component of good MH. The action plan encourages culture promotion and the arts/sport, and particularly equality of opportunity. Some statements scored 'N', but in light of mostly 'G' and one 'E', overall score agreed as 'G'
5. Ensuring better prospects in life for future generations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Young life settings are key in the action plan with specific targeted actions to invest in the future of the MH of the population. Mostly 'E' with a couple of 'G's and a 'N'. Overall score agreed as 'G'
6. Supporting healthy independent lives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The action plan is about improving health and wellbeing – proposed actions designed to do this. Mostly scored 'G' with an 'E' and an 'F'. Overall score agreed as 'G'
7. Promoting openness, partnership & participation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The action plan makes links between national and local government, and the voluntary sector, so has a focus on partnership working. Mostly scored 'G' with one 'F' and one 'N'. Overall score agreed as 'G'

Summary Comments:

(Indicate that this is a general summary, but also indicate any significant disagreements that may have arisen during testing. Also insert hyperlink to electronic Integration Tool result.)

In summary, the session members concluded that the Mental Health Promotion Action Plan contributed to the majority of the aims of Wales a Better Country'. Specific recommendations were made to highlight certain policies in the mapping sections of the document, agreed by all, which will be incorporated into a final draft of the action plan consultation document.

Signed..... Date: