



Protecting and improving the nation's health

## Prevention Concordat for Better Mental Health: information required from signatories to the Consensus Statement

We are delighted that you are interested in becoming a signatory to the [Prevention Concordat for Better Mental Health Consensus Statement](#). You will be joining a number of organisations who have committed to working together to prevent mental health problems and promote good mental health through local and national action.

### The Prevention Concordat registration process

**Step 1.** Complete the local Prevention Concordat action plan template below (Attach any supporting documents that you may want to share)

**Step 2.** Senior leader/CEO of organisation to commit and sign up to approved action plan

**Step 3** e-mail your submission to [publicmentalhealth@phe.gov.uk](mailto:publicmentalhealth@phe.gov.uk)

**Step 4.** Confirmation of receipt

**Step 5.** A panel will review and approve action plans submitted within one month of submission date;

- wave 3 –Friday 14<sup>th</sup> December 2018
- wave 4 – Friday 1<sup>st</sup> March 2019

*NB: the team are currently reviewing the process for approving action plans and intend to have a digital process set up moving forward. Please see below.*

### Registration form

Please answer the questions below:

<b>Lead contact name</b>	Iain Miller
<b>Lead contact details</b>	Programme Lead, Gateshead Public Health Team
<b>Job title of lead officer</b>	Programme Lead
<b>Name of organisation / partnership</b>	Gateshead Council
<b>Who are you representing?</b> <i>(e.g. Individual organisation, collaboration, partnership,</i>	Gateshead Council

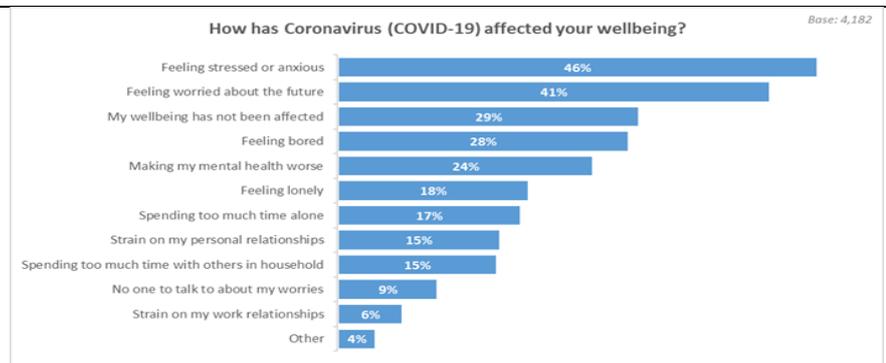
For further information please contact [publicmentalhealth@phe.gov.uk](mailto:publicmentalhealth@phe.gov.uk)

<p><i>Local Authority, Clinical Commissioning Group, community group and other, please name)</i></p>	
<p><b>Please tell us more about your organisation's work</b> (no more than 150 words)</p>	<p>Gateshead Council are fiercely ambitious for the people of Gateshead, helping it to be a great place to live, work and visit. Poverty and health inequalities are placing an increasing demand on our services, so we need more than ever to focus our work, and the money we have to spend, on what matters most. We want to help our communities not just survive, but to flourish, prosper and succeed. We have committed to five pledges to help and guide us when we make decisions. These are:</p> <ul style="list-style-type: none"> <li>- Putting people and families at the heart of everything we do.</li> <li>- Tackle inequality so people have a fair chance.</li> <li>- Support communities to support themselves and to support each other.</li> <li>- Invest in our economy to provide opportunities for employment, innovation and growth.</li> <li>- Work together to fight for a better future for Gateshead</li> </ul>
<p><b>What are you currently doing that promotes better mental health?</b></p>	<p>The organisation currently promotes better mental health in Gateshead through a wide range of initiatives being carried out internally across the council and externally, taking a population approach that promotes better mental health. There is a focus on improving the mental health and wellbeing of everyone in Gateshead, as well as targeting those with greatest need. A public mental health approach concentrates on promoting mental wellbeing, preventing mental illness and supporting people to recover. Several key examples of this includes:</p> <ul style="list-style-type: none"> <li>- Gateshead Council host and administrate the Gateshead Mental Health and Wellbeing Partnership, a partnership of around 50 different Mental Health providers serving the population of Gateshead. Comprising of organisations from the Statutory, Private and Voluntary Community Sector, the Partnership has an agreed Public Mental Health Strategy which incorporates a Suicide Prevention Action Plan and Communication Action Plan.</li> <li>- Gateshead Council, through a representative from their Public Health and Wellbeing Directorate, is a partner in the North East and North Cumbria Integrated Care System (ICS) work on Mental Health and a key partner in the NENC ICS Suicide Prevention workstream. A full programme of Suicide Prevention has been developed around a Northumberland and Tyne and Wear Suicide Prevention Action Plan.</li> <li>- Gateshead Council, through a representative of their Public Health and Wellbeing Directorate, is a key partner of the North East Public Mental Health Leads Forum led by Public Health England and their Public Mental Health Lead.</li> <li>- The Public Mental Health lead from the Gateshead Public Health and Wellbeing Directorate Co-Chairs the Northumberland and Tyne &amp; Wear Suicide Prevention Steering Group, a partnership of the six Local Authorities in the area, Northumbria Police, NHS providers and Voluntary</li> </ul>

	<p>Community Sector organisations, taking forward an Action Plan with funding through NHS England's Modernisation fund. This funding has among other things; enabled the employment of a Suicide Coordinator in the area to lead on the three year action plan, enabled development of a Suicide Prevention Real Time Data System (RTDS) at Northumberland and Tyne and Wear level so that local action can be taken as patterns emerge rather than waiting for the results of an annual local audit of Coroners files and targeting of activity at grass roots level through a Small grants programme.</p> <ul style="list-style-type: none"> <li>- Gateshead Council were a signatory for two years, before it's retirement in June 2020 by Time to Change, to the Time to Change Employer Pledge. We see the Prevention Care Concordat as underpinning, and building upon, the focus that this Pledge had previously given.</li> <li>- Work in partnership with Newcastle City Council, Newcastle Gateshead CCG and Voluntary Community sector providers in Gateshead, in overseeing a Time to Change "organic" hub. This is a hub, endorsed by Time to Change although not receiving grant funding, to take forward local action on the Time to Change anti-stigma programme.</li> <li>- Planning to launch a Time to Change Forum for the Gateshead area in partnership with other employers. This was deferred until we are back to normal working practices later in the year, perhaps World Mental Health Day on 10 October 2021.</li> <li>- Gateshead Council Commissions a wide range of services to tackle mental health issues with particular target groups and employs Mental Health Social Workers and has participated in the programmes of training fast track entrants through the Step up to Social Work programme and has historically recruited and supported trainees on the Think Ahead (Mental Health Social Work Graduate Programme). The Social Work team also supports staff towards their qualification as Approved Mental Health Professional (AMHP).</li> <li>- There is a wider offer that other departments within Adult Social Care, Workforce Development and others in relation to Mental Health.</li> <li>- Gateshead Council commission a wide range of Public Health interventions and services e.g. Stop Smoking Services, NHS Health Checks, Sexual Health Services, which have a positive impact on the Mental Health of participants in the programme.</li> <li>- Gateshead Council is a partner in the Children and Young Persons Mental Health Trailblazer programme and are going to benefit from a very recent funding announcement from the DfE of a package of support on mental health and wellbeing: <a href="https://www.gov.uk/government/news/schools-and-colleges-to-benefit-from-boost-in-expert-mental-health-support">Schools and colleges to benefit from boost in expert mental health support - GOV.UK (www.gov.uk)</a>.</li> <li>- Gateshead Council hold the Maintaining Excellence level of the North East Regional Better Health at Work award, a key element of which is to promote the Mental Health and</li> </ul>
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	<p>Wellbeing of staff.</p> <ul style="list-style-type: none"> <li>- Gateshead Council's Workforce Development training programme for staff includes an offer on a range of Mental Health training courses including; Connect 5, Mental Health First Aid and Making Every Contact Count.</li> <li>- Gateshead Council offers a comprehensive Staff health programme including providing staff with the opportunity to access a Professional Counselling service to deal with low level mental health issues such as Anxiety, Depression and Stress. This service is by referral or by self-referral and staff can get up to 6 sessions of support.</li> <li>- Gateshead Council have recruited, trained and support the offer of a team of 14 Mental Wellbeing First Aiders (MWFAs). They can provide initial, confidential and informal support to anyone within the Council who is suffering from any Mental Health condition that affects their health at work. Mental Wellbeing First Aiders will listen, be compassionate and help with signposting to other services. Referrals to MWFA's can either be made by the individual employee or by the employee's manager.</li> <li>- Gateshead Council has a comprehensive staff health programme which has Mental Health promotion as one of the key elements of the work. The Council has also recruited Zest Champions who can help staff with a wide range of lifestyle issues, again listening to peoples' concerns and helping them to find a solution to the issues.</li> <li>- Gateshead Council are involved in ongoing work in relation to Social prescribing , supporting access to green spaces and the consideration of mental health in the built environment.</li> <li>- Work in relation to Older people has included commissioning and evaluation of a programme of funded work with a range of Community Voluntary sector (CVS) organisations to look at potential opportunities to tackle Loneliness and Social isolation. This was prior to the lockdown due to the COVID-19 pandemic, and the recommendations from the University led evaluation of the programme will be revisited at the end of the pandemic.</li> <li>- The Council has been involved in programmes of work on Promoting physical activity with Older People, both through their in-house Go Gateshead programme and also supporting community-based programmes such as those delivered by the Older Peoples Assembly.</li> <li>- The Council, in partnership with a range of agencies has supported work with adults in relation to debt/finance pathways of support. They host an employee of Gateshead Advice Bureau within the Council, supporting residents as and when required</li> <li>- Gateshead Council developed a Community Asset Based Approach (CABA) to tackling Mental Health as part of their Making Every Contact Count (MECC) programme. A decision was taken to make Mental Health as one of the key priority topic areas for the programme and one of the MECC leads was recruited to focus on this area. They developed Train the Trainer programmes on Mental Health</li> </ul>
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	<p>First Aid and Connect 5 and delivered a wide range of support to CVS organisations engaged in the programme. This also adopted a targeted approach to ensure that work was undertaken with BAME, LGBT+, Jewish and other marginalised groups. The Mental Health Lead was on secondment from a substantive post in Workforce Development and so the skills and expertise developed, remain with the Council for the benefit of its employees.</p> <ul style="list-style-type: none"> <li>- A Mental Health Impact Assessment in relation to the COVID-19 Pandemic was completed in July 2020 as part of a Regional programme in line with responding appropriately to the Mental Health Impact of the COVID-19 Pandemic.</li> <li>- Gateshead Council, in partnership with Newcastle Gateshead CCG, have a duty to produce the Gateshead Joint Strategic Needs Assessment annually. This has been delivered for a number of years via an electronic platform at <a href="http://www.gatesheadjsna.org.uk">www.gatesheadjsna.org.uk</a> Mental Health and Wellbeing is one of the key priorities as can be seen with sections under each of the three life courses i.e. Best Start in Life, Living Well and Ageing Well.</li> <li>- The Director of Public Health's Annual report always has a focus on Mental Health as Mental health and wellbeing are not only important outcomes in themselves but also impact upon other health outcomes. Actions to strengthen wellbeing may therefore positively influence life expectancy and importantly, the proportion of this that is spent in good health.</li> </ul>
<p><b>Do you have or are you intending on producing a mental health plan or a mental health needs assessment.</b></p>	<p>There are a number of Mental Health plans that the Council are involved in developing and taking forward, either on their own or in partnership with a wide range of partner organisations, at Regional, sub Regional or local levels. These include:</p> <ul style="list-style-type: none"> <li>- North East and North Cumbria Integrated Care System (ICS) Mental Health strategy.</li> <li>- North East and North Cumbria ICS Suicide Prevention Action Plan.</li> <li>- Northumberland and Tyne &amp; Wear Suicide Prevention Action Plan.</li> <li>- Gateshead Public Mental Health Strategy and Action Plan.</li> <li>- Gateshead Suicide Prevention Action Plan, part of the Gateshead Public Mental Health Strategy.</li> <li>- A Needs Assessment was conducted in 2016 in relation to Suicide Prevention at Regional level. There are a number of other Health Needs Assessments which cover Mental Health e.g. Carers and Black and Minority Ethnic Groups Health Needs Assessments and most recently, a Mental Health Impact Assessment in relation to the COVID-19 Pandemic. These can be found on the Gateshead Joint Strategic Needs Assessment at <a href="http://www.gatesheadjsna.org.uk">www.gatesheadjsna.org.uk</a> There are also sections in the JSNA under each of the three life courses i.e. Best Start in Life, Living Well and Ageing Well, on Mental Health and Wellbeing.</li> <li>- A local survey from Gateshead Council of over 4,000 Gateshead residents showed the following Wellbeing impact of the COVID-19 pandemic.</li> </ul>



- The results identify that this has had a detrimental effect on people’s wellbeing and ultimately, their mental health, with around a quarter of respondents stating it had made it worse. Nearly half were feeling stressed or anxious with a similar number of people worried about the future. This survey is likely to be repeated in the near future and will therefore hopefully give an indicator of how the tightening economic situation will start to further impact locally.
- A Mental Health Impact Assessment was completed in July 2020 as part of a Regional programme in line with responding appropriately to the Mental Health Impact of the COVID-19 Pandemic. This included a survey of partners on the Gateshead Mental Health and Wellbeing Partnership. A Regional action plan is currently being developed based on the findings from the collective findings of all assessments.

**The Prevention Concordat for better mental health highlights the five domain framework for local action**

**Please describe what are you planning to commit to in the next 12 months for your area** (see \* page 3 for examples to support completion of this section);

**1. Leadership and Direction**

Senior Leadership and direction for Mental Health preventative work within Gateshead Council comes through a number of areas and Directorates, from Officers and elected members. Overall lead responsibility and direction comes from the Director of Public Health and Wellbeing in Gateshead Council and they oversee developments through a Public Health Consultant who gives Leadership and drive to the agenda. This is supported in the Public Health Team through a Programme Lead who works with other departments within the Council and partner organisations across Gateshead, statutory and voluntary sector, to promote preventative Mental Health initiatives and interventions with the population of Gateshead. This level of support will continue over the following 12 months.

There is also leadership from the Head of HR and Workforce Development in taking forward a programme of training and in supporting staff mental health and wellbeing through the workplace health coordinator role which is detailed in later sections. Also through

At a political level, Mental Health is championed by the Councillor who holds the Portfolio for Health and Wellbeing, with this person being a key figure in the Gateshead Mental Health and Wellbeing Partnership. Our previous Portfolio holder, Mental Health Champion and Chair of the Mental Health and Wellbeing Partnership, has just been elected as MP for Durham City and so

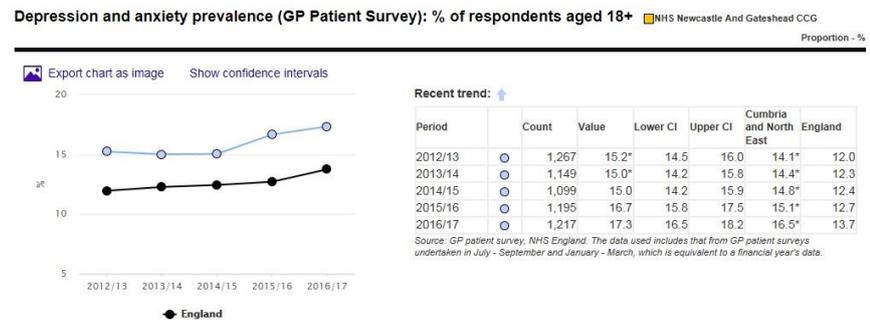
	<p>the newly appointed lead for Health and Wellbeing will be taking on this role once they are fully up to speed with the agenda.</p> <p>The Council have been a signatory of the Time to Change Employer Pledge since October 2017 and will continue to develop work in each of the Seven identified areas of the pledge Action Plan over the next 12 months, regardless of the fact that the pledge was retired in June 2020. The framework gives a positive marker of progress in various areas, something that we hope the Prevention Care Concordat will support into the future.</p> <p>The Council was a key partner in a Newcastle Gateshead bid for Time to Change hub funding, which unfortunately wasn't successful although organic hub status was given to the partnership.</p> <p>The Council is currently working in partnership with Gateshead College to develop a Gateshead Time to Change Forum, where organisations who are already signed up to the award can share good practice and also support and encourage new organisations to sign up to the employer pledge to tackle the stigma of mental health in the workplace.</p> <p>The Council provides a leadership role in Gateshead and beyond on Mental Health related issues. They host and facilitate the Gateshead Mental Health and Wellbeing Partnership (see details below) and are co-chair the Northumberland Tyne &amp; Wear Suicide Prevention Steering Group, a partnership of multi-agency organisations including Northumbria Police, NHS organisations and Voluntary Community Sector bodies.</p> <p>The Council continues to hold the Maintaining Excellence level of the North East Better Health at Work Award and their Public Health Team takes a leadership role in promoting and supporting Gateshead businesses through the various stages of the award. Gateshead Council continues to take their own action plan forward to promote staff health, which includes a comprehensive programme around Mental Health.</p>
<p>2. Understanding local need and assets</p>	<p>The Gateshead Joint Strategic Needs Assessment (JSNA) <a href="http://www.gatesheadjsna.org.uk">www.gatesheadjsna.org.uk</a> identifies the local needs that we have in Gateshead around a wide range of areas, mental health and wellbeing being one of them. This is detailed across the life course i.e. from birth and the "Best Start in Life", through working age and "Living Well" and finally Ageing Well. This covers mental health issues ranging from Perinatal Mental Health through to Dementia with each area highlighting; Why it is Important, Headline data, What the data tells us, Groups most at risk, What we are Doing and why, What would success look like and What are the Challenges.</p> <p>Serious mental illness covers a range of symptoms and experiences which can bring distress and reduce the ability to cope with the demands of everyday life. The prevalence of schizophrenia, bipolar affective disorder and other psychoses in NewcastleGateshead CCG was 1.05% or 5,566 people in 2018/19</p>

## [Chart - Prevalence of severe mental illness].<sup>1</sup>

Depression and anxiety affect a greater number of people than serious mental illness. Prevalence data is now only available at Newcastle and Gateshead CCG level. A total of 44,633 people in Newcastle and Gateshead had a diagnosis of depression in 2018/19. This equates to a prevalence of 10.3% and the rate is increasing, as it is in England as a whole. [Chart - Adults with depression]<sup>2</sup>. The England average is 10.7%. GP Patient Survey data estimates that the proportion of the adult population in Newcastle and Gateshead with both depression and anxiety may be 17.3%, which is significantly higher than the estimated England average of 13.7%.<sup>3</sup> [See also: [Mental health disorder prevalence by GP practice](#) ; [Recorded depression prevalence by GP practice](#)]

Gateshead JSNA

<https://www.gatesheadjsna.org.uk/article/6047/Headline-data>



The antidepressant prescribing rate in Newcastle and Gateshead CCG area was 2.0 (average daily quantities per STAR-PU) compared with an England average of 1.5. [Chart - Antidepressant prescribing]. (Note: Specific Therapeutic group Age-sex weightings Related Prescribing Units (STAR-PU) are designed to measure prescribing weighted for age and sex of patients). There are differences in the age and sex of patients for who drugs in specific therapeutic groups are usually prescribed. To make such comparisons STAR-PU have been developed based on costs of prescribing, items or ADQs within therapeutic groups)<sup>4</sup>

<sup>1</sup> Prevalence of Severe Mental Illness <https://fingertips.phe.org.uk/profile-group/mental-health/profile/severe-mental-illness/data#page/4/gid/8000030/pat/46/par/E39000039/ati/154/are/E38000212/iid/90581/age/1/sex/4>

<sup>2</sup> Adults with depression <https://fingertips.phe.org.uk/profile-group/mental-health/profile/common-mental-disorders/data#page/4/gid/1938132720/pat/46/par/E39000039/ati/154/are/E38000212/iid/848/age/168/sex/4>

<sup>3</sup> Estimated Depression and anxiety prevalence <https://fingertips.phe.org.uk/profile-group/mental-health/profile/common-mental-disorders/data#page/4/gid/8000026/pat/46/par/E39000047/ati/154/are/E38000212/iid/90647/age/168/sex/4>

<sup>4</sup> Prescribing rates <https://fingertips.phe.org.uk/common-mental-disorders#page/4/gid/8000042/pat/46/par/E39000039/ati/154/are/E38000212/iid/90527/age/168/sex/4>

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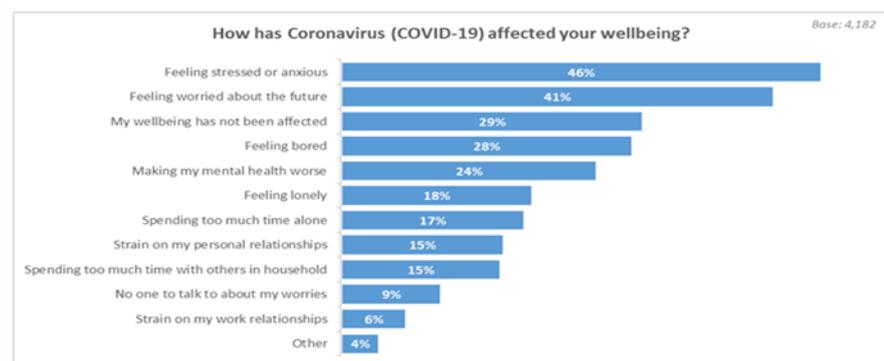
Council is one of the key partners, has just launched the Gateshead Health and Wellbeing Strategy, Good Jobs, Home, Health and Friends, identifying the impact that the wider determinants of health can have on our health and wellbeing. Many underlying factors govern our health and well-being. They are rooted in the social, environmental and economic circumstances into which we are born and grow, the wider determinants of health. To effectively reduce health inequalities, we must understand these causes, so that we can see the opportunities for action. Included in this is a focus on Psycho-social factors, addressing:

- Isolation
- Social support
- Social networks
- Self-esteem and self-worth
- Perceived level of control
- Meaning/purpose of life

The JSNA also has a section on Community Assets linking to Our Gateshead, [www.ourgateshead.org](http://www.ourgateshead.org) an online directory of assets in the community and opportunities for the public to engage in activities that they value There are also links to data tools such as Gateshead’s own Local Index of Need (LION) and ward profiles which can both be used to help to drill down to local level need and assist targeting of resources at those most at risk.

A Health Needs Assessment was conducted in 2016 in relation to Suicide Prevention at Regional level. There are a number of other Health Needs Assessments which cover Mental Health e.g. Carers and Black and Minority Ethnic Groups Health Needs Assessments and most recently, a Mental Health Impact Assessment in relation to the COVID-19 Pandemic. These can be found on the Gateshead Joint Strategic Needs Assessment at [www.gatesheadjsna.org.uk](http://www.gatesheadjsna.org.uk) There are also sections in the JSNA under each of the three life courses i.e. Best Start in Life, Living Well and Ageing Well, on Mental Health and Wellbeing.

A local survey from Gateshead Council of over 4,000 Gateshead residents showed the following Wellbeing impact of the COVID-19 pandemic.



	<p>The results identify that this has had a detrimental effect on people’s wellbeing and ultimately, their mental health, with around a quarter of respondents stating it had made it worse. Nearly half were feeling stressed or anxious with a similar number of people worried about the future. This survey is likely to be repeated in the near future and will therefore hopefully give an indicator of how the tightening economic situation will start to further impact locally.</p> <p>A Mental Health Impact Assessment was completed in July 2020 as part of a Regional programme in line with responding appropriately to the Mental Health Impact of the COVID-19 Pandemic. This included a survey of partners on the Gateshead Mental Health and Wellbeing Partnership. A Regional action plan is currently being developed based on the findings from the collective findings of all assessments</p> <p>We collect and promote information on the service offer in Gateshead in relation to promoting positive mental health, and one of these has details of around 50 organisations that can offer support of some type to the residents of Gateshead who are struggling with their mental health.</p>
<p>3. Working together</p>	<p>The Council provides a leadership role in Gateshead and beyond on Mental Health related issues, working with partners across the North East to ensure that the residents of Gateshead are supported and partners working with those residents, have access to quality training and opportunities for networking, whether that is physical or virtual. The Council, through their Health and Wellbeing Portfolio lead and the Health and Wellbeing Programme Lead with a remit for Public Mental Health, host and facilitate the Gateshead Mental Health and Wellbeing Partnership (see details below). This is a partnership that meets bi-monthly and has representation from around 50 partners organisations from the statutory and voluntary sector. There is a Public Mental Health Strategy and Action Plan which includes a Suicide Prevention Action Plan with partners agreeing to focus on three key aims on an annual basis to help promote Mental Health and tackle the stigma of Mental Health.</p> <p>The Council also co-chairs the Northumberland Tyne &amp; Wear Suicide Prevention Steering Group, a partnership of multi-agency organisations including Northumbria Police, NHS organisations and Voluntary Community Sector bodies which is linked to the North East and North Cumbria ICS Mental Health workstream, specifically the area focussing on Suicide Prevention.</p> <p>This partnership has seen the development of greater working relationships with a range of local partners including; Northumbria Police where we have recruited and seconded a Suicide Prevention Coordinator to lead on an Action plan and resultant work programme. Also, stronger links with the North East Ambulance Service, CNTW NHS Foundation Trust, Regional Local Authorities and Voluntary and Community Sector Mental Health organisations across the</p>

	<p>Region.</p> <p>The Council, in partnership with a voluntary sector provider, also led the development of a DRAFT Gateshead Dual Needs strategy based on the NICE Guidance in this area. This group has been superseded by a Newcastle Gateshead group led by the CCG.</p> <p>The Council continues to lead on the Better Health at Work Award in the Gateshead locality, and their Public Health Team takes a leadership role in promoting and supporting Gateshead businesses through the various stages of the award. As well as facilitating action, the Council hold the Maintaining Excellence level of the North East Better Health at Work Award, continuing to take their own action plan forward to promote staff health, which includes a comprehensive programme around Mental Health.</p> <p>The Council recruited a Making Every Contact Count (MECC) team to engage with Voluntary and Community Sector organisations in the delivery of the programme across Gateshead. One of the MECC Development Leads had a focus on the promotion of Public Mental Health which was achieved through Mental Health First Aid Train the Trainer, Connect 5 train the trainer and delivery and also access to a number of opportunities for knowledge and skills development in relation to Behavioural Change and action planning. This was then expanded into Council based organisations and other partner organisation before being taken forward at Integrated Care System (ICS) level at North East and Cumbria with members of the Gateshead team leading this work, commissioned by the ICS.</p> <p>Gateshead Council is an active member on Mental Health partnerships at Clinical Commissioning Group level across Newcastle and Gateshead which includes the Mental Health Advisory Group and the Crisis Care Concordat Partnership alongside the emerging local Gateshead Community Mental Health Transformation Partnership.</p> <p>There is also partnership working across departments within the Council to promote Mental Health to the wider workforce.</p>
4. Taking action	<p>The Council promotes and takes action at a Universal level, signing up to and promoting the Time to Change Employer Pledge. It is planned that the work on the Prevention Concordat will support the delivery of the Action Plan that had been in place up to the Pledge being decommissioned in June 2020.</p> <p>The Gateshead MECC Team developed one of their Four core modules around the 5 Ways to Wellbeing as they identified that this fitted perfectly with Behaviour Change theory and enabling health conversations.</p> <p>This was also the case for the Public Health England (PHE)</p>

supported Connect 5 programme. This dovetails with the 5 Ways to Wellbeing theory and the MECC team again, acquired the necessary skills to enable them to promote this across the borough through two Train the Trainers and a regional support network.

The Council has also delivered a programme of Mental health First Aid across the Borough over the past 6 years with delivery initially commissioned by the TUC before we were able to train our own Train the Trainers in the model. This enabled us to commission Mental Health England to deliver Trainer programmes to representatives from the Voluntary Community Sector, putting us in the position of being able to deliver courses in Gateshead without having to rely upon Mental Health England to deliver.

The Council, and the Gateshead Mental Health and Wellbeing Partnership have agreed to support PHE's Every Mind Matters population campaign to promote support and advice in relation to Public Mental Health. This is done alongside the promotion of World Mental Health Day and Stress Awareness Month each year, engaging partners in the delivery of core messages to the population across Gateshead.

The Council commissions the TUC to deliver the Better Health At Work Award (BHAWA) to businesses across Gateshead as part of a Regional programme. The Public Health Team within the Council also support businesses who sign up to the award to work through the 5 stages of the award over a number of years. The BHAWA has a key focus at the introductory Bronze Award stage on the promotion and support of Mental Health of staff. This is then carried over into the following stages of the award, ensuring a focus on Mental Health is core to the support of businesses on the award programme.

The Council also takes action, either as a lead partner or a member of the partnership, in all the partnerships and Action Plans outlined in the sections above. This includes work at Regional, sub Regional or local levels. These include:

- North East and North Cumbria Integrated Care System (ICS) Mental Health strategy.
- North East and North Cumbria ICS Suicide Prevention Action Plan.
- Northumberland and Tyne & Wear Suicide Prevention Action Plan.
- Gateshead Public Mental Health Strategy and Action Plan.
- Gateshead Suicide Prevention Action Plan, part of the Gateshead Public Mental Health Strategy.
- Gateshead Council, as a partner with Newcastle Gateshead CCG, work on supporting the recovery of people in the Mental Health system, targeting those with Serious Mental Illness, predominantly through the Crisis Care Concordat Action Plan and reducing early mortality e.g. A focus on finance, employment, supported housing pathways also the

	<p>access to/ management of alcohol/smoking/CVD/ and promotion of immunisation and screening.</p> <p>The Council internal work includes:</p> <ul style="list-style-type: none"> <li>- Mental Wellbeing First Aiders programme.</li> <li>- Delivery of the three levels of the Connect 5 programme by a Trained Train the Trainer.</li> <li>- Better Health at Work Award which includes an offer of support on Mental Health related topics</li> <li>- Support on national and Regional Campaign dates such as World Mental Health Day and Stress Awareness Month.</li> <li>- Communication / resources through the Intranet. Case study examples of staff who have shared their journey in work whilst dealing with Mental Health related issues.</li> <li>- Training courses delivered through Workforce Development</li> <li>- Counselling services available to all staff.</li> <li>- Stress Toolkit</li> </ul>
<p>5. Defining success</p>	<p>There are a range of monitoring metrics and measures of success for each of the Public Mental Health work areas described above, which are agreed and then overseen by each of the lead organisation on the different partnerships. These can include but not confined to:</p> <ul style="list-style-type: none"> <li>- Engagement by staff in agenda</li> <li>- Partnership working and engagement of partners in various forums</li> <li>- Sickness absence rates</li> <li>- Partnership working. Action Plans on various mental health areas including partnership action plan.</li> <li>- Communications action plan and delivery of media related content.</li> <li>- ONS 4 measures of happiness.</li> <li>- The North East Public Mental Health Leads network have discussed the development of a Public Mental Health dashboard and look to take this work forward in 2021/22.</li> </ul> <p>Progress and measures of success will be presented on a regular basis as agreed, to which ever body ends up overseeing delivery of the plan.</p>
<p><b>Is your organisation/ partnership happy to provide key impact headlines when contacted related to the commitment specified?    Yes <input checked="" type="checkbox"/>    No <input type="checkbox"/></b></p> <p><i>The purpose of this information is to support us to measure progress of the programme and inspire others. Information requests will not occur more than once a year.</i></p>	
<p><b>Upload signature and organisation logo</b></p>	

In your submission please attach any additional documents that you may want to share to support your commitments e.g. strategies, plans project outlines.

***\*What do we mean by prevention planning?***

***You may already be doing excellent work in relation to prevention planning that you are eager to share however here are a few examples for you to think about***

What does good look like; the framework for effective planning for better mental health in all local areas is evidence based and consists of five steps to delivery:

<b>Steps</b>	<b>Partnerships</b>	<b>Organisations</b>	<b>Communities</b>
<b>Leadership and Direction</b>	<p>Identified lead organisation within the partnership for prevention of mental illness and promotion of good mental health</p> <p>Designated mental health prevention champion at a senior officer level in each organisation</p> <p>Shared vision statement for prevention and promotion that all have signed up to</p>	<p>Designated mental health prevention champion at a senior officer level in each organisation</p> <p>Support and development is given to roles that champion mental health prevention</p> <p>A clear vision for mental health promotion and prevention that fits across the whole organisation , involving all departments and functions and is integrated in all plans and strategies</p>	<p>An identified mental health prevention champion e.g. a local board member or community representative</p> <p>A shared vision and commitment to promote good mental health and prevent mental illness within the community</p> <p>Engagement within local partnerships to advocate for and meet community needs</p>
<b>Understanding local need and assets</b>	<p>Local Authority led Joint Strategic Needs Assessment with a mental health prevention focus</p> <p>Mental Health Equity Audits across the partnership</p> <p>Collaborative analysis of local information and intelligence</p>	<p>Mental health prevention needs assessment of targeted populations e.g. prison population, parents, Black and Minority Ethnic or Black, Asian and Minority Ethnic (BAME) , LGBTQ</p> <p>Engagement with communities to gain insight into their needs and assets</p>	<p>Asking questions of individuals, groups and families within the community about their mental health and wellbeing and what influences it e.g. use of <a href="#">WEMWEBs</a></p> <p>Engagement events and opportunities that enable citizens to share views and participate in decision making</p>

	<p>sharing</p> <p>Real time surveillance of suicide data</p> <p>Engagement with communities to gain insight into their needs and assets</p>		
<b>Working together</b>	<p>Working together in collaboration across a number of organisations on agreed prevention priorities, shared plans and strategies</p> <p>Involve local communities, including those with lived experience in planning;</p>	<p>Seeking collaboration with other organisations and working collaboratively within the organisation to address issues related to the promotion of mental wellbeing and the prevention of mental ill health e.g. multi agency suicide prevention plan, mental wellbeing plan</p> <p>Working with local communities and involving those with lived experience in planning</p>	<p>Coming together with other community groups and/or working with local partnerships</p> <p>Involving those with lived experience in planning and delivery</p>
<b>Taking action</b>	<p>Delivery of partnership plans and strategies</p> <p>Shared prioritisation and resources</p> <p>Mental Health Impact Assessments to integrate mental health prevention into partnership plans and strategies</p>	<p>Delivery of an organisational plan and/or strategy that has clear identified priorities and resource to support implementation.</p> <p>Prevention activity across the whole of the organisation</p> <p>Developing the workforce's knowledge and skills in promotion and prevention.</p>	<p>Programmes of local activity that promote better mental health.</p> <p>Enable citizens and communities to take action to promote better mental health.</p>

<b>Defining success</b>	Agreed outputs and outcomes across all partners that demonstrate delivery of the plans , level of partnership engagement and the measurement of impact/ improvements in local communities in relation to preventing mental illness and promoting mental health	Agreed outputs and outcomes across the organisation that demonstrate delivery of plans , level of partnership engagement and the measurement of impact/ improvements in local communities in relation to preventing mental illness and promoting mental health	Measuring the impact of activity on people's mental health and wellbeing in local communities
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