Date of meeting: 28 June 2016

Agenda item: 2 - Paper 2 (LHB06/16-2)

Title: Mental health roadmap for London – fact finding and scoping exercise

Presented by: Councillor Sarah Hayward, Leader, Camden Borough Council

Status: Discussion and agreement

Purpose

The 25 February London Health Board (LHB) meeting agreed that this is a pivotal time for mental health and wellbeing, given that mental health is higher up the political, public, health sector and business agendas than it has ever been.

The Board agreed that Councillor Hayward would lead an initial fact-finding and scoping exercise to inform a subsequent LHB decision on whether mental health requires political leadership in London and whether a politically-led, city-wide collective vision for mental health would be a suitable vehicle to demonstrate leadership and add value to work already underway local, sub-regional and London levels.

Recommendations

The key findings from this scoping work are that there is overwhelming support for the concept from key system leaders, politicians, experts-by-experience and Londoners. There is widespread acknowledgement of the massive human and public services costs of mental ill health and a recognition that only by working together in new ways can these costs be addressed.

Members of the Board are invited to consider:

- What is the shared LHB ambition is for mental health?
- How could political leadership embodied within a shared vision add value?
  - At local level
  - At London level
  - At system and operational level
- The scale and duration of engagement required to develop a meaningful collective vision and to build a coalition for change
- Options for speaking up for mental health and changing the culture
- Timescales for announcing the intention.
1. What is a London mental health road map and what would be its impact?

Through the leadership of the Mayor of London and the London Health Board, a mental health roadmap for London would offer a citywide vision for public mental health across London. It would seek to raise awareness of mental health issues to communities across London with the aim of influencing attitudes and behaviours and ultimately stimulate and drive the culture change needed to tackle the stigma experienced by Londoners experiencing mental illness. Mental wellbeing is an asset for Londoners our communities and without good mental health Londoners and communities cannot thrive and contribute to our city’s continued success.

The roadmap would impact on Londoners in four ways:

- **Shining a spotlight** on mental health and leading a London-wide campaign making it easier for people experiencing difficulties to talk to family, friends, colleagues and professionals and thereby get the help and support they need.
- **Galvanising political leadership** and system leaders around a small number of focus areas where working together in new innovative ways can make better use of scarce resources and delivering services that reflect people’s wants and needs and can be accessed when and where they need them. This would increase access and thereby positively impact on health outcomes and health inequalities.
- **Building on the foundations and system leadership** already laid by the London Health Commission, the Mental Health Task Force, the London mental health digital platform, Crisis Care Concordat and the massive amount of work happening in the community and voluntary sectors, business, policing schools, transport and health and care services. Through building on these assets, understanding the synergies, inter-dependencies and focusing together on the needs of Londoners we can realise opportunities and identifying gaps. Political leadership is essential to create a climate where innovation is encouraged and nurtured and where success can be quickly shared, scaled and celebrated.
- **Share sense of mission and purpose** – by outlining a shared vision of what leaders want for mental health people and organisations across London will see where they already contribute and opportunities to become further involved and lead in their own way. The Mayor of London and all the LHB partners all playing an active and visible leadership role will encourage others to get involved.

2. Building a coalition for change: stakeholder engagement to date

The initial scoping and intelligence gathering exercise has been coordinated and led by the LHB Secretariat and collaboratively produced by Greater London Authority, NHS England (London), London Office of Clinical Commissioning Groups, Public Health England (London), The Association of Directors of Public Health, Mental Health NHS Trusts, Health and Wellbeing Boards and service users. This phase of the work has been informed by:

- An expert roundtable discussion with 35 system leaders
- A service user consultation event
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• Interviews with key stakeholders
• An event for local authority elected mental health ‘champions’
• 4 workshops
• Public opinion poll of 1,000 Londoners
• Public engagement on Talk London

Engaging with Londoners and stakeholders is vital to taking forward the early stage findings of this work and through the engagement process we would aim to co-produce a shared narrative, set of principles and shared priorities. This process in itself is vitally important to changing the culture and to addressing stigma. In the next phase we will seek to surface, build on and scale up and celebrate examples of good practice. In addition we would look to select groups and issues to pilot new approaches to the emerging priorities and evaluate and share learning.

3. Changing the culture and public attitude to mental ill health

The clear feedback from the service user/experts by experience group was that whilst political leadership through speaking out and shining a spotlight on key issues is welcome, in order to reach communities in a meaningful way tailored messages need to be developed and delivered by appropriate messengers. In addition these conversations need to take place in the spaces, real or virtual, that communities inhabit.

LHB partners are in regular contact with their own communities on a wide range of topics including mental health. Board partners are asked to consider how to raise the profile of mental health through their existing activities, networks and relationships as well as recruiting a wide range of mental health ambassadors to spread the word drawn from the media, music and popular culture, faith and business leaders, professional champions

For example, the Mayor of London and London Health Board could consider the following examples of champions who would speak out on key issues and engage and mobilise their sector(s):

1. Expert by experience
2. Young expert by experience
3. Community and faith leader
4. Local authority councillor
5. GLA/ London Assembly
6. Media champion, Promoting mental health issues in London across broadcast media to reach professional audiences
7. Business
8. Schools
9. Celebrity/sports
10. Professional – GP, pharmacy, counsellor, MH trust chair
4. Next steps

- Announce the intention to develop a politically led collective vision for improving mental health in London.

- Bring London together by convening a mental health summit to galvanise London around this vision and develop a coalition for change.

- Champion mental health in London and appoint a team of mental health ambassadors to stimulate conversations across the city.

- Define leadership in the GLA to ensure that mental health is in all policies across the GLA family.

- Endorsement of the roadmap by LHB partners sending a clear message that mental health is a priority for the London.

Recommendations

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Ends.