

General document template

MENTAL WELLBEING PROJECTS FOR PSB

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Purpose and Summary of Document:

The aim of this document is to provide the background to mental wellbeing, what actions can be taken at a local population level to address mental wellbeing, and present potential projects that can be taken forward in support of the PBS identified priority of improving mental wellbeing for all.

Work Plan reference:

Conwy and Denbighshire Public Service Board Health and Wellbeing Plan 2018 – 2023

1 Introduction

Promoting good mental wellbeing for all ages is identified as a priority area in the PSB Wellbeing Plan (2018 – 2023). Lead for this area of work was handed over to Betsi Cadwaladr University Health Board / Public Health Wales in Mar 2019. The local Public Health team was asked to support this priority in Sep 19 and identify potential projects that could be taken forward to promote mental wellbeing in the area.

2 Background

The World Health Organisation (2014) has defined mental health as:

“a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community”¹

The New Economic Foundation describe wellbeing as:

‘how people feel and how they function, both on a personal and a social level, and how they evaluate their lives as a whole’.²

An individual’s mental capital and mental wellbeing have a significant impact on their course through life. They are essential for the healthy functioning of families, communities and societies. They have a fundamental effect on behaviour, social cohesion, social inclusion and prosperity.

Mental capital and mental wellbeing – what is it

The Government Office for Science Foresight Report, Mental capital and wellbeing (2008)³ considers that mental capital and mental wellbeing are intimately linked, with measures addressing one affecting the other. As a consequence they should be considered together when developing policy and designing interventions.

Mental capital encompasses a person’s cognitive and emotional resources. It includes their cognitive ability, how flexible and efficient they are at learning and their ‘emotional intelligence’, such as their social skills and resilience in times of stress.

Mental wellbeing is described as a dynamic state, in which the individual has the ability to develop their potential, work productively, build strong positive relationships with others, and contribute to their community.

¹ World Health Organization. Promoting mental health: concepts, emerging evidence, practice (Summary Report). Geneva 2014.

² New Economic Foundation (2021). Measuring wellbeing: a guide for practitioners. London: New economics.

³ The Government Office for Science (2008). Foresight report, Mental Capital and Wellbeing, Making the most of ourselves in the 21st Century, final report. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/292450/mental-capital-wellbeing-report.pdf

Mental wellbeing is enhanced when an individual is able to fulfil their personal and emotional goals and achieve a sense of purpose in society¹.

Mental wellbeing is not the same as happiness. Happiness usually refers to how people are feeling moment to moment and does not necessarily reflect how they evaluate their lives as a whole, or how they function in the World. Wellbeing is a broader concept and includes how satisfied individuals are with their lives, level of autonomy and purpose in life⁴.

Individuals with good mental wellbeing have:

- A sense of contentment
- A zest for living and the ability to laugh and have fun
- The ability to deal with stress and bounce back from adversity
- A sense of meaning and purpose, in both their activities and their relationships.
- The flexibility to learn new skills and adapt to change.
- The ability to build and maintain fulfilling relationships.

3 Where are we now?

Determining a measure, and therefore a baseline, for mental wellbeing is challenging. Looking beyond the definition of mental wellbeing it is difficult to drill down into what wellbeing really means to individuals day to day. The factors that influence it can lie internally and externally. External conditions, such as income, housing and social networks, and individual's internal resources, such as optimism, reliance and self-esteem, can all affect wellbeing. Due to the complex and dynamic interplay of factors affecting mental wellbeing there is no 'one size fits all' measure.

However, there are three recommended sets of wellbeing questions/questionnaires to measure wellbeing³, the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS), the Office of National Statistics (ONS) subjective wellbeing questions, and a social trust question. The former two are used to measure wellbeing at a population level.

The ONS wellbeing questions give an indication of mental wellbeing at local authority level. The ONS subjective wellbeing questions are incorporated in the Annual Personal Survey and asks respondents to rate their mental wellbeing according to four questions on a scale of 0-10, where 0 is 'not at all' and 10 is 'completely'. The four personal wellbeing questions are:

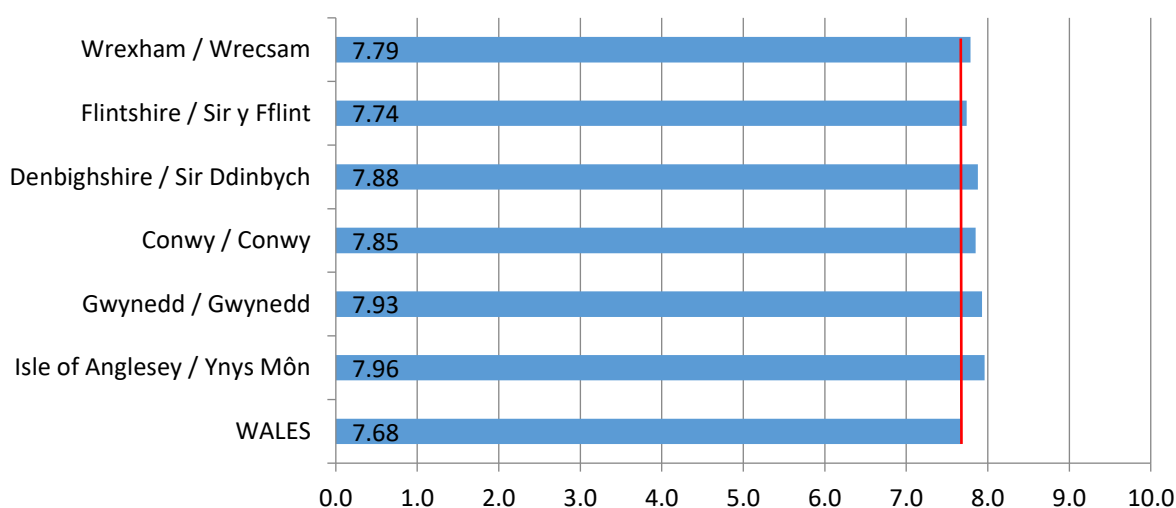
- Overall, how satisfied are you with your life nowadays?

⁴ New Economic Foundation (2012) Measuring wellbeing, a guide for practitioners. Available at: https://b3cdn.net/nefoundation/8d92cf44e70b3d16e6_rgm6bpd3i.pdf

- Overall, to what extent do you feel the things you do in your life are worthwhile?
- Overall, how happy did you feel yesterday?
- Overall, how anxious did you feel yesterday?

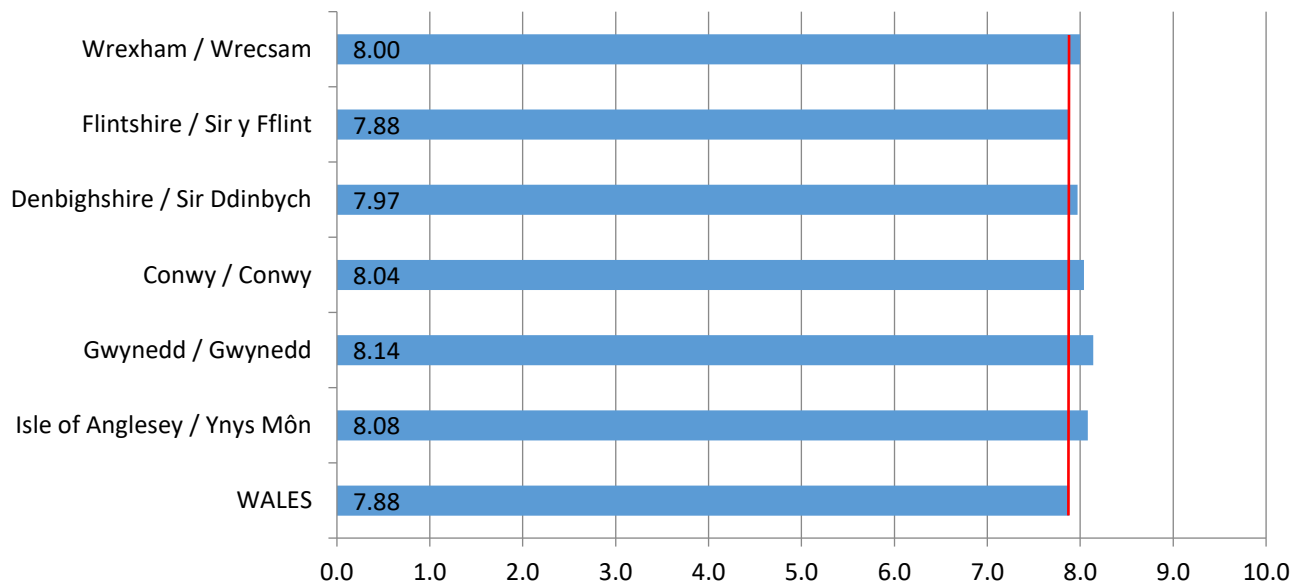
From the scores, indicators are calculated based on scores of 7 and above (high or very high levels of wellbeing), or scores of 3 and below for anxiety (low or very low levels of anxiety). The ONS data⁵ is presented below.

High sense of life satisfaction, age-standardised percentage, person aged 16+, by local authority, North Wales, 2019. Produced by BCU LPHT, using APS (ONS).

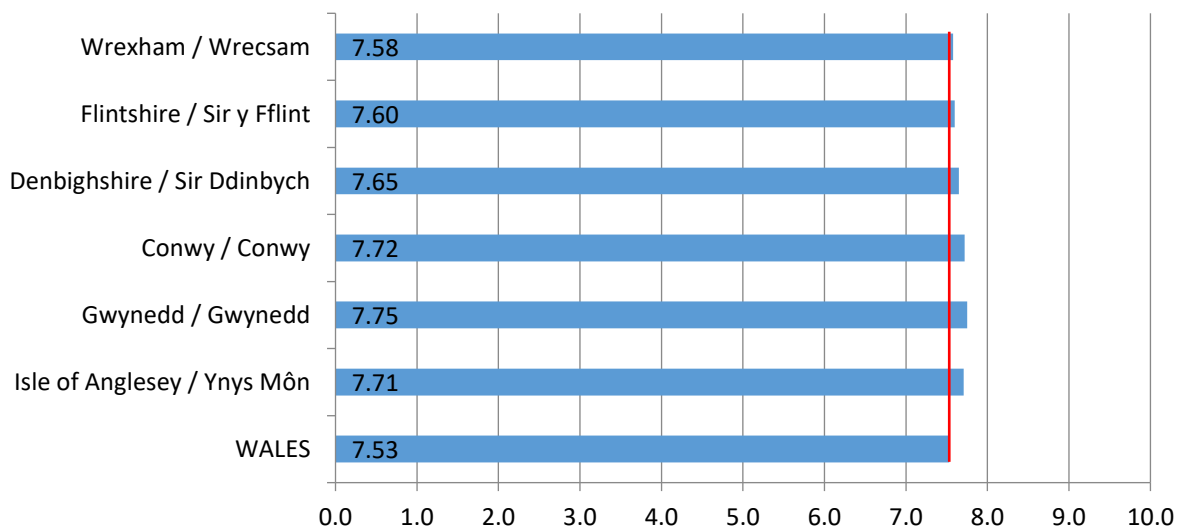


⁵ Office of National Statistics, Annual Personal Survey 2019. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/qualityinformationforpersonalwellbeingestimates>

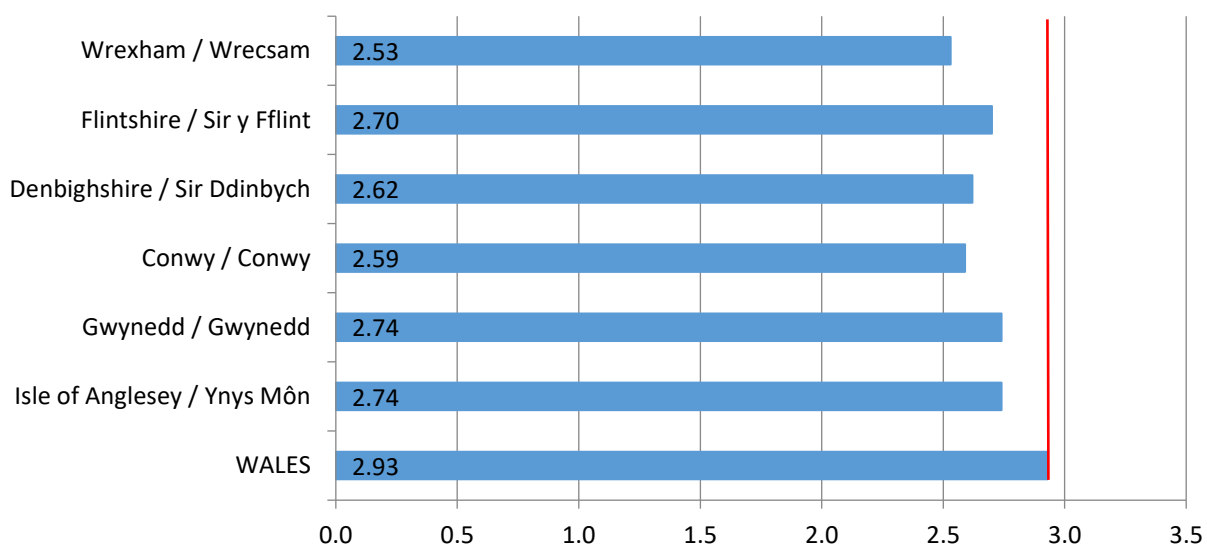
High sense of worthwhile, age-standardised, persons aged 16+, by local authority, North Wales 2019 Produced by BCU PHT, using APS (ONS).



High sense of happiness, age-standardised percentage, persons aged 16+, by local authority, North Wales, 2019. Produced by BCU PHT, using APS (ONS).



Low sense of anxiety, age standardised percentage, person's aged 16+, by local authority, North Wales, 2019. Produced by BCU PHT using APS (ONS).



The data suggests that in terms of high sense of happiness, high sense of life satisfaction and high sense of life worthwhile, Conwy and Denbighshire population are not statistically different from national (Wales) values. It should be noted that values for Wales were lower when compared to other UK nations. The reported values for low sense of anxiety are statistically significantly higher for Denbighshire and Conwy compared to the national average. Denbighshire, in the period Mar 2918 to Mar 2019, showed a 14.9% improvement in average anxiety level, far above the Welsh average improvement of 3%.

As the data is presented at local authority level there is a lack of visibility of what is happening at a community level, therefore there is the potential to have a number of communities which could or are scoring significantly below the national average.

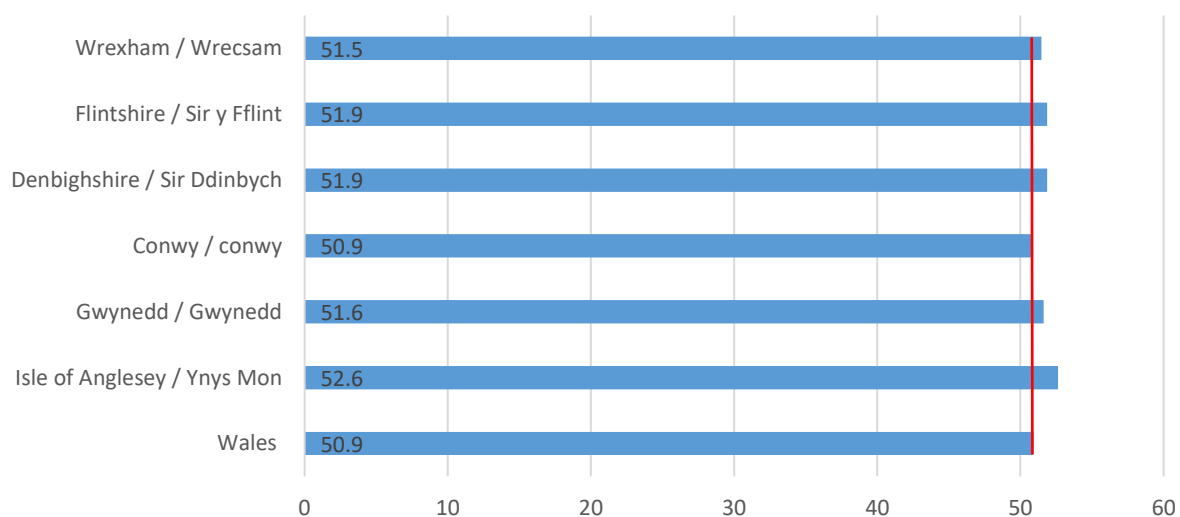
It is estimated that around 1% of the UK population report low ratings across all four personal wellbeing questions. This equates to around 1,700 people for Conwy and Denbighshire.

Self-reported health is strongly associated with how people rate their personal wellbeing and is considered to have the larger relationship with wellbeing than other variables such as age, gender, and ethnicity and employment⁶.

⁶ Office of National Statistics. Measuring National Well-being - What matters most to Personal Well-being? May 2013. Available at: <https://webarchive.nationalarchives.gov.uk/20160105231902/http://www.ons.gov.uk/ons/rel/wellbeing/measuring-national-well-being/what-matters-most-to-personal-well-being-in-the-uk-/art-what-matters-most-to-personal-well-being-in-the-uk-.html#tab-3--Our-findings>

The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)⁷ is a validated collection of 14 questions covering feelings and functioning aspects of mental wellbeing. Scores range between 14 and 70, where a higher score indicates higher mental wellbeing.

Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS), age-standardised average score, persons aged 16+, by local authority, North Wales, 2017. Produced by BCU PHT, using NSW (WG)



The average score for Wales was 50.9, out of 70 in 2017. Conwy had the same score and Denbighshire was slightly higher at 51.9 but not statistically significantly higher. Anglesey was the only North Wales local authority that was significantly higher at 52.6.

4 Addressing Mental Wellbeing

Building good mental wellbeing can be seen as more about avoiding mental health problems and illness and developing mental resilience.

Multiple social, psychological and biological factors determine the level of mental wellbeing of a person at any point in time. Poor mental wellbeing is associated with rapid social change, stressful work conditions, gender discrimination, social exclusion, unhealthy lifestyle, and physical ill-health. There are also specific psychological and personality factors that make people vulnerable to poor mental wellbeing. Therefore, addressing and promoting good mental wellbeing requires a range of approaches that encompass all these factors.

⁷ Tennant R, Hiller L et al. *Health Qual Life Outcomes* (2007). The Warwick-Edinburgh Mental Well-being Scale (WEMWBS): development and UK validation. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2222612/> Accessed 02 Jan 2020.

The World Health Organisation produced some specific ways to promote mental health and wellbeing⁸:

- early childhood interventions (e.g. providing a stable environment that is sensitive to children's health and nutritional needs, with protection from threats, opportunities for early learning, and interactions that are responsive, emotionally supportive and developmentally stimulating);
- support children (e.g. life skills programmes, child and youth development programmes);
- socio-economic empowerment of women (e.g. improving access to education and microcredit schemes);
- social support for elderly populations (e.g. befriending initiatives, community and day centres for the aged);
- programmes targeted at vulnerable people, including minorities, indigenous people, migrants and people affected by conflicts and disasters (e.g. psycho-social interventions after disasters);
- mental health promotional activities in schools (e.g. programmes involving supportive ecological changes in schools);
- mental health interventions at work (e.g. stress prevention programmes);
- housing policies (e.g. housing improvement);
- violence prevention programmes (e.g. reducing availability of alcohol and access to arms);
- community development programmes (e.g. integrated rural development);
- poverty reduction and social protection for the poor;
- anti-discrimination laws and campaigns;
- promotion of the rights, opportunities and care of individuals with mental disorders.

A whole range of factors determine an individual's level of personal wellbeing but evidence indicates that the things we do and the way we think can have the greatest impact. The New Economic Foundation (NEF) conducted an extensive review of the evidence, as part of the 2008 Mental Capital and Wellbeing Project, of what is most important for positive mental health and mental capital at an individual level. From the evidence base a long list of actions was reduced to a set of five key messages, based on the

⁸ World Health Organisation (2018). Mental health strengthening our response. Available at: <https://www.who.int/news-room/fact-sheets/detail/mental-health-strengthening-our-response> Accessed 2 Jan 2020.

evidence, around social relationships, physical activity, awareness, learning and giving – the Five Ways to Wellbeing⁹.



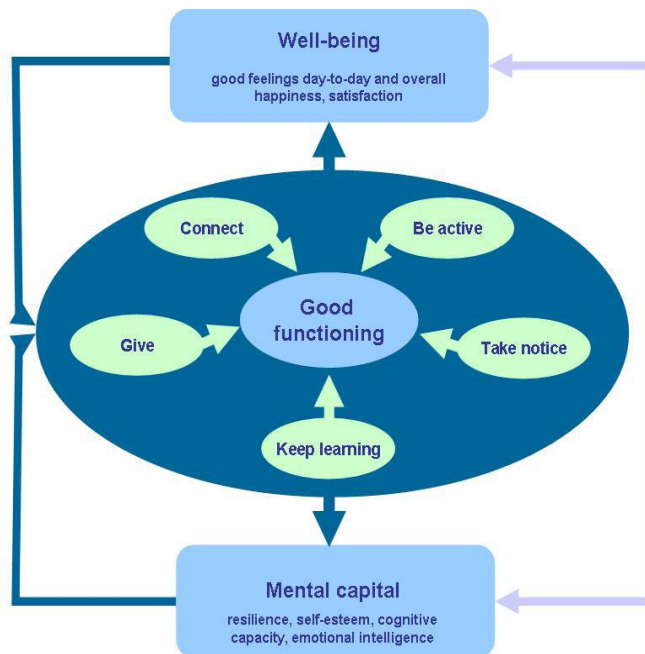
The Five Ways to Mental Wellbeing

Given that repetition can remove the potency of activities, it has been suggested that the strategies need to have variation in order to stay fresh¹⁰. This is why the Five Ways action themes are distinct allowing people to try differing approaches to promoting their mental wellbeing without feeling that their efforts are stagnating. In addition different approaches will suit different people.

⁹ New Economic Foundation (2011). Five Ways to Wellbeing. A report presented to the Foresight Project on communication the evidence base for improving people's wellbeing. Available at: https://neweconomics.org/uploads/files/d80eba95560c09605d_uzm6b1n6a.pdf Accessed 02 Jan 2020.

¹⁰ Lyubomirsky S, Sheldon KM, Schkade D (2005). 'Pursuing happiness: the architecture of sustainable change' *Review of General Psychology* 9:111-131.

How the Five Ways actions enhance personal wellbeing⁹.



The action themes are designed to promote their own positive feedback loop so they reinforce similar and more frequent well-being promoting behaviours.

For this model to work there is an essential role for enablers, both in terms of infrastructure and motivators, at local level, which have the capacity to encourage and sustain individual behaviour change. This is where the Public Service Board can exert their influence in supporting and providing opportunities for individuals to engage in activities under the five themes, promoting mental wellbeing for all, and moving toward the identified priority goal.

5 Moving Forward (Shift away from illbeing to wellbeing)

A review of the literature shows that the influences on mental wellbeing are multifactorial and that there is no single magic bullet that will promote mental wellbeing in the population. From the initiatives described by the World Health Organisation and the activities that fall under the Five Ways to mental wellbeing there is already a huge array of good initiatives and projects occurring in Conwy and Denbighshire supporting mental wellbeing that can both be learnt from and built upon to improve the mental wellbeing of the population.

Co-working between the PSB and established organisations and groups, such as Local Implementation Teams, has the potential to deliver at wider scale and greater than the sum of its component parts. It also generates a common understanding of the issues and opportunities around mental wellbeing. The objective being aimed at is a reduction on in the stigma associated with mental wellbeing, more people experiencing good mental wellbeing, building mental resilience and a reduction in people suffering from anxiety, depression and isolation.

Following consideration of the literature, the outcomes of the mental wellbeing workshop, engagement with key personnel and organisations supporting mental wellbeing, the following four potential project areas have been identified:

1. **Farming Community/Rural mental wellbeing** - Improving the mental health and wellbeing of farmers, their families and rural communities to overcome uncertainty and challenges in the farming industry.

Farming families and rural communities are an integral part of Wales; shaping the natural environment, culture and contributing to the wellbeing and economy of the local population. As the UK moves to departing the European Union, there is considerable uncertainty and challenges for the farming community and there is a need to support the farming/rural community to cope in this period of change and challenge.

Both Conwy and Denbighshire have high rural populations. The majority of activities relating to mental wellbeing are currently focused on the main areas of population, particularly along the north coast. This can limit accessibility for large sections of the rural population, particularly where transport options are sparse.

2. **Libraries for mental wellbeing** - Further develop libraries, as key community assets, offering mental wellbeing services and support.

The library service network covers a large and diverse geographic areas. Considerable work has taken place in Conwy and Denbighshire in developing these assets in the support of local communities. However, there is plenty of scope to further develop this service to support mental wellbeing, be it through utilisation of the spaces available in libraries or expansion and reach of current services offered, particularly in areas such as bibliotherapy and the potential of the impact of reading on mental and emotional wellbeing.

3. **Refresh of the Five Ways to mental wellbeing** - Promote and enhance the use of the Five Ways to Mental Wellbeing within the work place, supporting staff members and shaping organisational planning.

The Five Ways to mental wellbeing are all evidence based and are a set of well-established themes supporting mental wellbeing. Participation in the Five Ways to wellbeing are known to be low compared to other European nations and there is scope to further integrate the themes into PSB member organisations, within the workplace and strategic and policy development.

4. **LIT/ICAN** – Mental Health and Suicide awareness Training - Develop models of delivery within organisations and services.

This initiative seeks to building resilience in communities by supporting people to look after their own mental wellbeing and encouraging conversations about mental wellbeing. This initiative can be developed, working in conjunction with LIT/ICAN, as part of a training package for PSB organisations staff who come in contact with the public.

Details of the proposed projects, including potential actions, are at Annex A.

The project areas can be considered as separate entities. However, there are areas of overlap under the identified projects such that there is scope to adopt a pick and mix approach with complementing components rather than a single project.

6 Next steps / Recommendations

The following next steps / recommendation are made:

- a. PSB members determine which option(s) they wish to progress as a project in support of the mental wellbeing priority.

- b. That PSB members nominate the appropriate personnel within their organisations to participate in designing and delivering the agreed project. A multi-agency project team is required to offer strategic input and deliver against the selected project(s). Public Health Wales is happy to help facilitate and offer strategic input.

Conwy and Denbighshire Public Service Board Mental Wellbeing Project Summaries.

Annex A.

Project area	Rationale	Options / Outcomes	Evidence / Literature / References
Farming community - Rural Mental Wellbeing	<p>Farmers and those living in rural communities are facing a period of high uncertainty in the short and medium term with a high potential to impact on their mental health and wellbeing. Improving the mental health and wellbeing of farmers and their families enhances their resilience to manage and overcome uncertainty and challenges.</p> <p>Aligns with national strategy Prosperity for all - improving the social, economic, environmental and cultural wellbeing of the people of Wales.</p> <p>Access to services for this group due to transport provision and distance can be challenging.</p> <p>This cohort are notably absent from the Together for Mental Health delivery plan.</p>	<ul style="list-style-type: none"> Raising awareness around Mental wellbeing and support targeted to the farming/rural community in Conwy and Denbighshire Increase mental health literacy amongst support agencies. Partnership working in the area to integrate mental wellbeing across farm facing agencies and develop outreach programmes. <p>Address challenges around:</p> <ul style="list-style-type: none"> Brexit Regulations, Administration and digitalisation Prioritising own health Isolation and loneliness Underlying culture and expectations of farming – reluctance to engage in health or to seek help <p>Invite Samaritans (Cymru) to stage one of their 'rural workshops' in the area, which delivers the 'working with compassion' toolkit. The workshop places a focus on mental health.</p>	<p>Lack of robust evidence based programmes – but strong rational and sound theoretical approach.</p> <p>Public Health Wales Framework to support the mental health and well-being of farmers: Supporting farming communities at times of uncertainty. <i>An action framework to support the mental health and well-being of farmers and their families.</i> Available at https://www.mentalhealth.org.uk/sites/default/files/Supporting-farming-communities-at-times-of-uncertainty_0.pdf</p> <p>Research bid (Mental Health Foundation and Dolgellau Outpatient Unit (BCUHB) for the <i>Evaluation of a community-based outreach health promotion model to support farmers' mental health and wellbeing in Wales.</i></p> <p>Together for Mental Health delivery plan. http://www.wales.nhs.uk/sitesplus/documents/888/Long%20Term%20Strategy.pdf</p> <p>Davies AR, Grey CNB, Homolova L, Bellis MA (2019). Resilience: Understanding the interdependence between individuals and communities. Cardiff: Public Health Wales NHS Trust.</p> <p>Working with Compassion toolkit: Cymraeg : Gweithio gyda Thosturi English https://www.samaritans.org/documents/52/Samaritans_Cymru_Working_with_Compassion_English_9D2e5df.pdf</p>

Project area	Rationale	Options / Outcomes	Evidence / Literature / References
Libraries	<p>Libraries are a key component within the community providing a range of information and referral services supporting health and wellbeing.</p> <p>Libraries are seen as therapeutic landscapes – openness, familiarity, tranquillity and empowerment.</p> <p>Library service/ BCUHB - Reading well - Books on prescription. A Conwy & Denbighshire LIT priority.</p> <p>Libraries workforce development - current upskilling of staff to support individuals with mental ill health and emotional/social crisis. (NB Denbighshire staff trained).</p> <p>Libraries are often overlooked in health, wellbeing and social care policy with a low profile.</p> <p>Libraries maintain many lists with links to access support, information on events and activities.</p>	<p>Reading well, books on prescription - 37 validated titles providing adults living with mental health needs with advice, information and support, including self-help, psycho-education ad memoir.</p> <p>Invite organisations, services or teams to increase their knowledge/skills in relation to the health and wellbeing 'offer' of the library service in Conwy and Denbighshire to benefit their team and/or service users.</p> <p>Invite organisation, service or team to participate in a project that maximises the use of the Reading Well, Books on prescription for mental health. Services providing support for people with mental health issues can recommend titles. Scheme is also available on a self-referral basis.</p> <p>The books can be used in a workplace setting through the establishment of a reading/discussion group, to compliment health in the workplace.</p> <p>Invite organisations or service to work with libraries as therapeutic landscapes and utilise space opportunities within their premises to support mental wellbeing.</p>	<p>http://www.euro.who.int/en/publications/abstracts/what-is-the-evidence-on-the-role-of-the-arts-in-improving-health-and-well-being-a-scoping-review-2019</p> <p>Fujiwara D, Lawton RN, Mourato S. The health and wellbeing benefits of public libraries. Manchester: Arts Council England; 2015 https://www.academia.edu/11753146/The_health_and_wellbeing_benefits_of_public_libraries</p> <p>Bolitho J. Reading into wellbeing: bibliotherapy, libraries, health and social connection. Aust Public Libraries Inform Serv. 2011;24(2):89.</p> <p>Brewster, L. (2012). More benefit from a well-stocked library than a well-stocked pharmacy. <i>CILIP Update</i>, 11(12), 38-41.</p> <p>Link: Reading Well Books on Prescription: mental health leaflet https://tra-resources.s3.amazonaws.com/uploads/entries/document/2814/ReadingWell_Leaflet_-_Interactive_V1.pdf</p>

Project area	Rationale	Options / Outcomes	Evidence / Literature / References
5 Ways to mental wellbeing	<p>The Five Ways messages are designed to provide a simple and non-threatening way of talking to people about looking after their own wellbeing. They can be used as a basis for work to support and promote mental wellbeing.</p> <p>For individuals, the 'Five Ways' can help them identify what is important to their own wellbeing and discover concrete ways of building positive actions into their daily lives.</p> <p>People in the UK have low levels of participation in the Five Ways to wellbeing compared to peer countries such as France, Germany, Switzerland, Denmark, Norway, Sweden, and Netherlands.</p>	<p>For those working with communities, the 'Five Ways' can be used as a basis for planning programmes and activities that support wellbeing.</p> <p>The 'Five Ways' can also be used within organisations to support employee wellbeing initiatives and as part of staff training and induction.</p> <p>The Five Ways can be used to raise awareness of wellbeing in the workplace and contribute towards a whole organisation approach to promoting staff wellbeing.</p> <ul style="list-style-type: none"> - Develop information and training for staff to think about their own wellbeing and explore the possible applications of the Five Ways to Wellbeing in their work - E-mail the Five Ways materials to staff or put on a notice board, staff newsletter or intranet site, alongside details of support services such as staff counselling - Undertake Five Ways e-learning for staff in the workplace 	<p>New Economic Foundation - Five ways to Mental Wellbeing: the Evidence https://neweconomics.org/2011/07/five-ways-well-new-applications-new-ways-thinking/</p> <p>NHS Five Steps to mental wellbeing https://www.nhs.uk/conditions/stress-anxiety-depression/improve-mental-wellbeing/</p> <p>Mind: Five ways to wellbeing https://www.mind.org.uk/workplace/mental-health-at-work/taking-care-of-yourself/five-ways-to-wellbeing/</p> <p>Five Ways to Wellbeing at work toolkit. https://www.mentalhealth.org.nz/home/our-work/category/42/five-ways-to-wellbeing-at-work-toolkit</p> <p>There is an academic evidence base for each individual actions I the Five Ways. A summary of the findings relating to the UK is at: https://whatworkswellbeing.org/blog/evidence-gap-five-ways-to-wellbeing/</p> <p>There is no evaluation on the impact of using the Five Ways framework.</p>

Project area	Rationale	Options / Outcomes	Evidence / Literature / References
Local Implementation Team / ICAN	<p>ICAN mental health and suicide awareness training (endorsed by BCUHB):</p> <ul style="list-style-type: none"> • What are the different mental health conditions that can impact on emotional health and wellbeing • How to recognise is someone is self-harming or may be thinking of taking their own life. • What do you say to them? How do you start a conversation • Where can they be directed? • How to manage your own emotional wellbeing. • Training Officer Post created to manage, develop and coordinate this programme. <p>Development of rural hubs - provide a neutral community space, volunteer led, but where professionals can dip in and out.</p>	<p>This initiative seeks to build resilience in communities by supporting people to look after their own mental wellbeing and encouraging conversations about mental health.</p> <p>Training could be delivered to organisations, services and teams who come into contact with members of the public. Develop models of delivery within organisations and services. The training gives people the language to speak with people displaying signs of stress, lack of coping and mental health issues.</p> <p>Organisations set a challenge – how many people undertake the training. Embed into mandatory training (as seen in NW Police service)</p> <p>Support the setting up of ICAN hubs in rural areas (linking to rural health above) – planned centres in Ruthin and Corwen.</p> <p>The Conwy & Denbighshire Local Implementation team have established a programme of work 'Reading Well for Mental health', which has received funding for capacity to promote the Books on Prescription : Mental health scheme within GP Practices and other key stakeholders. The programme also includes 'workforce development' including ICAN training</p>	<p>Too often people are afraid to admit that they are struggling with their mental health. This fear of prejudice and judgement can stop them from getting help in a timely way, which further exacerbates their problems.</p> <p>Training package formally launches at Eisteddfod in Aug 2019. The training is suitable to any individual who comes into contact with members of the public.</p> <p>Training is available in Welsh and English, is free and lasts half a day.</p> <p>Individuals and organisations who have received the training are issued with a certificate and an ICAN badge and ICAN sticker to show the public and customers that the environment is a safe place to talk.</p>