

Communication Strategy

Mental Health/Children's Services Think Child Think Parent Think Family Project

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1. Background

In Northern Ireland there have been a number of high profile cases where children have been seriously injured or died in circumstances where a parent's mental health was a significant factor. Subsequent inquiries have identified deficits in the relationship between mental health services and children's services, suggesting that collaborative working between professionals working across this interface needs to improve.

The DHSSPS have funded the Mental Health and Children's Services Project for 3 years to focus on improving joint working based on a family centred model of service delivery. The ultimate aim of the project is to: Improve the outcomes for parents with mental health issues and their families by establishing a 'think child, think parent, think family' model to service planning and delivery.

The Social Care Institute of Excellence (SCIE) are leading on a national initiative to make improvement in services when 'working with parents with mental health problems and children'. Northern Ireland is 1 of 6 pilot sites.

Children are best cared for within their family however like many parents there are occasions when some parents with mental health issues need additional support to care for their children. Good cooperation between parents, professionals and service providers is essential to both protect children and to support parents and carers experiencing mental health issues.

Families want good quality, practical support in looking after their children and freedom from the fear of losing parental responsibility. Children and young people say they want relevant information about their parent's illness, someone to talk to about their experiences and a chance to make and see friends.

The Think Child, Think Parent, Think Family project has been established to address some of these issues. The project implementation plan is based on the nine priority recommendations cited in Think Child, Think Parent, Think Family: a Guide to Parental Mental Health and Child Welfare.

The communications strategy and action plan outlined below will support the project to achieve these recommendations.

2. Project structure and internal communications

A project board has been established to represent all key stakeholders. They are responsible for:

- Mandating the work of the project within their own organisation
- Engage with their own organisation and beyond to ensure a change of culture to thinking and practice to encompass a Think Family model
- Approving the projects overall implementation plan including communications strategy
- Disseminating information relating to the project within their own organisations

Project Locality teams will:

- Develop processes to ensure parents and children are meaningfully involved in development, planning review, and evaluation of services.
- Review regional procedures to ensure a 'Think Child, Think Parent, Think Family' model is embedded in practice relating to history taking, assessment, building upon the strengths of the family, management of risk, care planning and review in both mental health and children's services.
- Establish structures/systems which will improve communication and joint working between professionals and agencies.
- Meet quarterly and are responsible to Project Board
- Develop and implement local communications strategies

Project Locality Team Chair will:

- Have accountability for the progress of the work within the Trust through their line Managers.
- Develop reporting mechanisms appropriate within their Trust structures, to ensure updated communication regarding progress of the Project.
- Establish a multidisciplinary Project Locality Team within their Trust, inclusive of voluntary organisations & service users & carers.
- Develop planning mechanisms to progress the Project Plan.
- Maintain links with and keep relevant Directors within Trusts up to date with progress of project

Project managers

- Influence how and when areas of work should achieve objectives and agree plan with Project Board
- Provides progress reports to Project Board on a three monthly basis
- Give direction and support to the Project Teams and monitor progress of work streams; the use of resources and initiatives and action where necessary
- Facilitate, drive and assist Project Teams to make successful changes
- Ensures all exceptions are properly reported, evaluated and reflect recommendations for action
- Links with SCIE on a regular basis and related pilot implementation sites

3. Objectives

- Develop communication action plan to ensure that all stakeholders are aware of, and are kept informed of relevant developments in the project.
- Assist in the reduction of the stigma and misconceptions surrounding mental health issues
- Assist in the reduction of the stigma and fears that parents, children and families have about approaching and receiving services.
- Ensure that relevant staff are aware of the services provided and how to access them
- Assist in the development of a process for cross directorate/cross department/cross agency working

4. Communications principles

There are several principles which underpin all communications in this project

- Targeted – the right information goes to the right people

- Timely – people get the information when they need it
- Relevant – the information is relevant to the people who receive it
- Accessible – it is in a format and language that they can understand

The Think Child, Think Parent, Think Family project is based on a partnership approach which assumes that all partners will be consulted with and will approve all communications.

5. Levels of communication

This strategy identifies communications actions which use the mass media, actions within organisations and actions with families. Each supports different target audiences.

Global – to be used to disseminate information widely about the project.

Organisational – between directorates, professions

Communications with families involved with Health and Social Care services need to be handled on a one to one /small group based and with care and caution.

6. Target audiences

Families: parents with mental health issues/parental substance misuse

Carers/young carers

Minister of Health and Social Care

Department of Health and Social Services and Public safety:

- Mental Health Services
- Allied Health Professionals
- Nursing and midwifery
- Medicine

Health and Social Care Board

Public Health Agency

Health and Social Care Trusts x5

CAWT

Department of Education

Sure Starts

Community and Voluntary organisations

Local public representatives

Regional Quality Inspection Agency (RQIA)

Patient Client Council

Social Care Institution of Excellence (SCIE)

Northern Ireland Medical and Dental Training Agency

Education/universities

Primary Care/GPs

7. Key messages

- Improve communication through enhanced collaborative working
- Parents with mental health issues, including substance misuse may on occasion need additional support with parenting.
- Improve joint working between all staff working across the Mental Health & Children services interface facilitating a Family Centred approach to assessment and management of care for parents with mental health illness and their children.

8. Implementation

This strategy was approved by the project board on 11 November 2010. Implementation will be driven through the Communications sub group and locally through the locality chairs.

9. Evaluation

Evaluation will be conducted under the following areas:

Media coverage

Improved access to services; increased up take of services; positive feedback from children and families

Enhanced cross directorate/cross department/cross agency working

Objective 1

Develop action plan to ensure that all stakeholders are aware of and are kept informed of relevant developments in the project.

Stakeholders	Actions	Responsible	Timeframe
All	Develop project structure to ensure adequate representation of all stakeholders	Project managers Project Board	Completed
	Set up database of all stakeholders	Project managers	Completed
	Ensure that the terms of reference reflects the communications remit of each member	√	Completed
	Develop briefing paper, powerpoint presentation	Project managers	
	Develop a section on Health and Social Care Board website: key strategic documents: SCIE document; newsletters; events	HSC Board Project managers	Complete
	Develop news sheet in both electronic and hard copy format to update all stakeholders	Project managers	Every 4 months
	Key contact to be identified to ensure that the existing corporate communications channels in each stakeholder organisation supports the dissemination of the message: up dates to go on intranets/websites/in staff news papers.	Head of Communications	ongoing
Develop calendar of internal + media stories to highlight project.	Project Managers		
Consultation of regional working agreement (internal)		January	

Stakeholders	Actions	Responsible	Timeframe
	<p>Launch of survey to capture service users views</p> <p>Launch of survey to capture staff views</p> <p>Launch of annual report on website Health and Social Care Board</p> <p>Media Plan attached for external</p>		<p>January 2011</p> <p>January 2011</p>
Minister	Minister to be updated as required	Margaret Mulholland re media Sean Holland / Dr Maura Briscoe Department	Ongoing
Relevant MLAs/ public representatives and Councils	Newsletter and briefing paper to be circulated	Head of Communications	
Department	Quarterly meetings with Sean Holland, Chief Social Services Officer, Dr Maura Briscoe, Director of Mental Health and Disability, Martin Bradley, Chief Nursing Office and Dr Michael McBride, Chief Medical Officer	F McAndrew Project managers	Ongoing Next date January 2011
HSC Board	Annual progress report to HSC Board and locality	F McAndrew	January 2011
Regional Child Protection Committee	Updates to committee 2/3 times yearly	Project Managers x2	Dates?

Stakeholders	Actions	Responsible	Timeframe
RQIA	Twice yearly meeting with Project managers and Mental Health & Children's leads	??	Ongoing
Patient Client Council	Presentation to council Representatives in service user group what??	Project managers	Complete
Relevant voluntary organisations	Quarterly meetings of Service User Experience Group represented on programme board		Ongoing Next date??
Sure starts	Presentation to local groups, mailout/email up dates	Project Managers	Complete??
Education	Identify key links in undergraduate education and training and explain Think Child, Think Parent, Think Family model	Project managers	Ongoing Next meeting October 2010
Department of Education	Monthly meetings with Regional Education workstream	Project managers	Ongoing Next meeting Jan 2011

Objective 2

Assist in the reduction of the stigma and misconceptions surrounding mental illness.

Stakeholders	Actions	Responsible	Timeframe
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All	Audit of what Trust's are currently doing – see appendix 1 develop media plan to reduce stigma using existing health promotion work and stories re project	Communications subgroup	Complete
	Ensure that each Trust signpost to Mind Your Head to webpage on their home page. HSCS access to Health and Social Care Board's intranet	Head of Communications	January 2011 →
	Each Trust to set up a link from Trust intranet site to Health and Social Care Board's Think Child, Think Parent, Think Family web page, with additional local information relating to the project. i.e. Local contacts, local events and changes to services delivery.	Locality Chairs/ Communication Representatives	January 2011 →
	Each Trust will take forward the launch of the sensor surveys in their respective areas, linking with local Project Locality Team chair, project manager and Trust communications department to agree marketing plan	Locality Chairs	February/March 2011
	Regional Public Information campaign and to support mental health and reduce stigma	Public Health Agency	
	Website – Mind Your Head has section in 'main' mental illness and will add in section re Think Family and will link to survey	Deirdre McNamee	January 2011
Stakeholders	Actions	Responsible	Timeframe
Children and Young People	Identify channels to reach young people/ post primary schools What are we telling them??	Cathy Bell Judith Lees	

Children and Young People	<p>Is it possible to audit existing materials? Can we source information for young people/young children. Barnardos is doing this -louise.wardale@barnardos.org.uk</p> <p>What are BBC doing?</p> <p>Once Audit is completed information to be made available on Trust websites</p>	Deirdre – who?	To be compiled by March

Objective 3

Assist in the reduction of the stigma and fears that parents, children and families have about approaching and receiving services.

Stakeholders	Actions	Responsible	Timeframe
Parent/carer Young carers Children: adolescents, young children	Leaflet for families explaining how social services work: what is a social worker, CPN, what rights do we have etc, Explain patient confidentiality		
	Develop model/process for family care plans?		
	Northern Ireland family support service marketing strategy/launch etc		January 2011
	How and where can we put Information in schools mind out mental health promotion programmes in years 11 and 12		
	Curricular links – RSE more detail		
	What carers information do we have?		

Objective 4

Ensure that relevant staff are aware of the services provided and how to access them

Stakeholders	Actions	Responsible	Timeframe

Objective 5

lopment of a process for cross directorate/cross department/cross agency working

Stakeholders	Actions	Responsible	Timeframe
	Think Family Champion		

Media Plan

Purpose

Develop a monthly timetable to promote Think Child, Think Parent, Think Family project and to reduce the stigma and misconceptions around mental health.

Month	Topic	Responsible	Completed by
January	Regional and local Launch of the Family Experience & Staff Experience Surveys for Think Child, Think Parent, Think Family. Each trust to develop local activity		Cancelled
	Websites etc go live	Shirlie Murtagh	Complete
	Northern Trust to liaise with BBC to ensure the project is making full use of the BBC mental health web site	Margaret Mulholland Northern Health Trust	February 2011
February	<p>Each Trust will take forward the launch of the surveys in their surveys in their respective areas, linking with local Project Locality Team chair, project manager and Trust communications department to agree marketing plan</p> <p>Belfast Trust Are currently trying to get a date to present to LCG</p> <p>Northern Press release issued on 10 March 2011 and appeared in some local papers. Links have been created on Staffnet (Intranet site) and the website and a message will appear on all staff payslips at end of October. There was in a feature in the March edition of the staff newspaper, Northern News. Photo to be taken at next combined advocate group meeting due to be held in the Southern Trust. Date and venue to be confirmed. Further press release issued on w/c 15 August appeared In Antrim and Ballymena Guardians</p>	Project managers, Communications representatives and Project Locality Team Chair	W/c 28 February 2011

<p>Southern Trust Issued a news release on 15 April and copy of coverage was sent through. The release was posted on their website and intranet. Their E Brief 86 carries an article on the project and the survey while their E Brief 87 has a hyperlink to the news release. They are also looking into creating a 'screen saver' for all 6000 pcs in their Trust. Due to present to LCG on 2 June 2011. Also sent edition 4 of the newsletter to Councils and MLAs (6 constituencies) on 16 March</p> <p>South Eastern Have posted the survey on their Intranet and Internet sites and Facebook page. Press releases have also been circulated to the local media and staff workshops have taken place. So far it has received coverage in the Ulster Star, Chronicle, County Down Spectator and the Community Telegraph newspapers. Presentation to LCG due to take place in the Autumn.</p> <p>Western Trust</p>		
<p>Email project launch brief to local MLAs and local council members and suggested each Trust area would do the same. Margaret to forward draft to communication representatives.</p>	<p>All communications representatives</p>	<p>W/c 28 February 2011</p>
<p>Staff Information on Staffnet with a link to Board website Information on payslips – to include links to website Staff magazines– Pic and updates on project to encourage staff to fill in survey</p>	<p>Communication Representatives to lead</p>	

	Directors to cascade information and links		
Month	Topic	Responsible	Completed by
February	Users Pic in local paper Email to user groups – to be identified by Health Promotion representatives Patient and Client Council to put information on website Information on appointment letter x Mental Health and Children Services Posters – to be placed in suitable public places - Judith to produce and send to communication leads GPs – Posters to be distributed to them	All communications representatives Judith Lees Shirlie Murtagh	
	Alcohol or Drug Misuse	Jeanie Johnston South Eastern Trust	
March	Generic presentation and briefing paper to be developed The Health Improvement representatives/ locality chairs on the group to provide a short presentation to each local commissioning group. Press release to be issued after each presentation – Shirlie to coordinate	Judith Lees Shirlie Murtagh Health and Social Care Board	Jan 2011 and ongoing
	Eating Disorder (Anorexia and Bulimia)	Northern Trust	

April	Public health campaign re positive mental health	Western Trust	
May	Bereavement	Belfast Trust	
	Staff Workshops x locality; feedback from surveys and results so far		
Month	Topic	Responsible	Completed by
May	Users Press release – results so far Please continue to give us your feedback		
June	Press release re survey		
	Debt and gambling	Lisa Cartmill, Southern Health Trust	
July	Depression	Lisa Cartmill, Southern Trust	
August	Bipolar Disorder (Manic Depression)	Western Trust	
September	Mental Health in pregnancy including post natal depression	Margaret Mulholland Northern Trust	
October	Obsessive Compulsive Disorder	South Eastern Trust	
November	Schizophrenia	Belfast Trust	
December	Anxiety, panic and phobias	Northern Trust	

Western Health and Social Care Trust

	Detail	Method of Communication
Project Information	<ul style="list-style-type: none"> Hidden Harm Campaign Launched in West in June 2010. There has been a series of Roadshows in partnership with NSPCC and Divert to promote awareness. CAWT Time IVA Change Border Region Alcohol Project Combines 3 strands –Early Intervention clinical service incorporating cross-disciplinary referrals and joint working in practice between addiction services, associated mental health services, and children’s services; Strategic Family support joint working models in border areas and the Strengthening Families Programme; and community mobilisation in key areas within the border region. This project also supports and promotes Hidden Harm Changes Programme This is a pilot programme in the Limavady area targeting young people who have been excluded from 	<p>Roadshows across the Western Trust area. Leaflets and poster campaign Action plan developed Linking of areas of work to highlight issue.</p> <p>CAWT communications strategy CAWT website WHSCT website Civic Alcohol Forum North West Drug and Alcohol Forum Foyle, Omagh and Fermanagh Drug and Alcohol Fora Presented at recent mental health conference in UU Magee.</p> <p>This is a new initiative and will be actively promoted via Limavady Council, WELB and WHSCT. A local communications plan will be developed and progress will be highlighted via the Trust and HID newsletters</p>

	<p>mainstream education due to various reasons including family mental health issues. The programme provides opportunities for young people, parents and carers to engage in activities and training to enhance health and well-being. The programme is being run in partnership with Limavady Borough Council, WELB, PSNI and other community and voluntary organisations in the area</p> <ul style="list-style-type: none"> • WHSCT infant mental health and early years strategy <p>A three year strategy is being developed to support early intervention as evidence based method of promoting infant mental health. This strategy will incorporate the Family Nurse Partnership programme that the WHSCT has recently been licensed to provide. 8 family nurses have been appointed to work directly with teenage mothers and fathers.</p>	<p>as well as the website.</p> <p>Rapid Strategy Development day December 10. A draft strategy will be circulated for consultation and to be in place by March 11. The process will be highlighted via HID and Trust newsletters as well as website.</p>
<p>Training</p>	<p><i>Course relating to mental health children's interface , conferences etc</i></p> <ul style="list-style-type: none"> • Mental Health First Aid <p>MHFA does not teach people to be therapists. However, it does teach people how to recognise the symptoms of mental health problems, how to provide initial help and how to guide a person towards appropriate professional help.</p> <ul style="list-style-type: none"> • Safetalk <p>Safe TALK is a free three hour training workshop, which raises general awareness on how to prevent</p>	<p>Training brochure produced quarterly and disseminated to Trust staff via the Intranet and Trust communications.</p> <p>The brochure is also distributed in pdf and hard copy to all external organisations registered on the Health Improvement database. This database is constantly being added to and updated from details received from course participants.</p> <p>Training is promoted via the 8</p>

	<p>suicide in our community? The workshop equips participants with the skills to recognise a person with thoughts of suicide, to engage them and then connect them with an organisation or individual who can intervene to help keep them safe. Safe TALK is ideally placed for delivery in a workplace or community setting</p> <ul style="list-style-type: none"> • ASIST ASIST is a two day course, which equips participants with specific skills (using Suicide intervention Model) to help a person with thoughts of suicide to safety. • Mood Matters Targets young people. Delivered by AWARE Defeat Depression • Living Life to the Full AWARE Defeat Depression. Targeted at young people • Talking To Your Child about Tough Issues This two day course equips those working with parents or those in a parenting role with the knowledge and skills to deliver a 6-hour training session to parents and carers. It explores risk factors and protective factors that make a difference for children, increases skills and strategies that build these protective factors and encourages parent/child communication in order to influence young people attitudes around a range of risky behaviours. • Speakeasy This one day course is for mums, dads and carers of children of all ages. It aims to help them to talk to their children about sex, relationships and growing up. It is facilitated by the Family Planning Association and 	<p>Neighbourhood Renewal steering groups in the West and CAWT.</p> <p>The HID website is currently being built and all information about courses will be accessible on it. Currently the Mental Health West website carries details about mental health training (www.mentalhealthwest.com)</p> <p>HID links strategies as far as possible and information about courses can also be found on Sexual Health West (www.sexualhealthwest.com)</p>
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	<p>topics include; puberty, talking about sex, contraception, sexually transmitted infections, pregnancy, sexual language, internet safety, sexuality, resilience skills, understanding consent and empathy skills.</p> <ul style="list-style-type: none"> • Go Girls This is a one day course for staff from the statutory, community and voluntary sectors who work with adolescent girls. The course will introduce participants to the Go Girls resource pack. This pack is full of practical activities to help support girls emotional development and build self-esteem • Esteem Builders Self-esteem can be achieved by using a practical, sequential and step-by-step process. This one day course will meet the needs of practitioners and managers. It will provide theory from which to base practice and offer materials and activities for professionals working with young people 	
<p>Health Promotion</p>	<p><i>Health improvement material such as leaflets and information re services</i></p> <ul style="list-style-type: none"> • Managing Stress at Work • Caring for Carers • Depression and Anxiety • Bereaved by Suicide booklet • Helping Yourself to Better health • Self Harm information booklet • Drugs and Alcohol Coordination Team Directory 	<p>All mental health and other Lifeskills resources can be viewed and accessed via health promotion library online (hplibraryonline.co.uk) and ordered via the Health Improvement Department of the Western Health and Social Care Trust – tel 02871 865127</p> <p>Information specific to mental health issues (opposite) can be accessed on www.mentalhealthwest.com</p>

	<p style="text-align: center;">of Services</p> <ul style="list-style-type: none">• R U OK? Cards• Concerned about suicide leaflet• Family Liaison Service Leaflet• Business cards• 'Get help for the person' Directory• Support group literature for those bereaved by suicide – posters and cards	
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Southern Health & Social Care Trust

PROGRAMMES		
Support programmes for carers, including young carers	focusing on improving coping skills, resilience, making time for 'me'	
Capacitor –	working with vulnerable individuals and groups to increase coping skills and self-help techniques	
Open Your Mind	public speaking and art-based competitions engaging young people in anti-stigma messages and approaches to discussing mental health and wellbeing openly	
Provision of training for teachers in 'Be Positive' resource – basic positive mental health awareness	basic positive mental health awareness	
Self Esteem and Youth Development (SEYD)	Roll-out of Self Esteem and Youth Development (SEYD) programmes in partnership with SELB youth service	
Be Positive and Bounce	Delivery of training focusing on developing understanding of mental health and wellbeing, increasing resilience and coping skills - Be Positive and Bounce specifically	

Development of information for families on support services across sectors – contact posters and leaflets on range of mental health promotion and mental health issues		
Traveller post	Hidden Harm funding for Traveller post re: support for children and families within Traveller community	
Unocini training	Development of a plan to deliver Unocini training available to all those organisations currently under SLA with the Trust who work with children and families	
Opportunity Youth Mentoring scheme	targeting vulnerable young people (Protect Life funding)	
Promoting Wellbeing Website	Joined-up approach to development of guidelines and training for staff working with Looked After Children re: communication/health improvement	
Planned focus on work with Autism NI re: engaging positively with parents on addressing sensitive issues with children with autism, e.g. sexual health, alcohol, drugs, etc.		

Regenerating Environments & Community Health (REACH) project – work with families focusing on healthy lifestyles, obesity and mental health improvement	– identification, training and support for volunteers within communities to work with those who are most vulnerable	
Range of Resource Centres commissioned	across community / voluntary partners in southern area to support families with prevention, intervention and post-vention in relation to mental health promotion, self-harm and suicide	
Health Improvement Specialist posts	focused on Youth, Sexual Health, Mental Health Promotion & Self-Harm / Suicide Prevention	
Advocacy support for mental health service users		
Parenting Programmes		
Community Development support and capacity building with individuals and communities		

Northern Health & Social Care Trust

	Detail	Method of Communication
Project Information	<p>Speakeasy- FPA Project. Work with parents around the area of sexual health and how to talk to their kids. This is a regional project. (FPA have external funding? not PHA)</p> <p>'Bout Ye- FPA Personal development work with young men around sexual health. This runs over a few weeks and an OCN accreditation is possible. This is regional. (2010-2011 funding from PHA Northern Area)</p> <p>Choices-FPA personal development work with young women around sexual health. This runs over a few weeks and an OCN accreditation is possible. This is regional. (2010-2011 funding from PHA Northern Area)</p> <p>Just Ask- FPA project for people with a learning disability around sexual health. This is regional (2010-2011 post part funded by PHA Northern Area)</p> <p>Women's Aid STIG Programme (supporting teens in groups) personal development programme looking at healthy relationships (only covers part of the NHSCT area. Funding from sexual health strategy PHA Northern Area)</p>	<p>Through the NEELB, local youth groups and community organisations, Further education, Schools, NHSCT Staff, Email contact lists. Cold calling from the organisations.</p>

	Detail	Method of Communication
Project Information	<p>Bereaved by Suicide Support Officer, NHSCT provides -</p> <ul style="list-style-type: none"> • One to one counselling • Group support sessions (Monthly) • Partnership working with community/ voluntary & Statutory services. • Capacity building in communities bereaved by Suicide • Partnership working with Barnardos child bereavement service for under 18's. Key Barnardos contact Michelle Scullion 07796148549 <p><u>NHSCT/Youth Justice NI Drug and Alcohol Partnership (YODA)</u></p> <p>This partnership exists to provide for the needs of young people and parents within and at the periphery of the youth justice system. It primarily engages with young people 10-18. Young people are referred through YJANI following issues they have around alcohol/drugs, involved in a crime which involved alcohol/drugs or some volunteer to complete the programme as a means of gaining an accreditation.</p>	<p>Distributed to -</p> <ul style="list-style-type: none"> ▪ statutory groups ▪ 90 dentists ▪ 8 colleges ▪ 28 libraries ▪ 13 leisure centres ▪ 8 council websites ~ delivered to Antrim council locality groups ▪ Trust website and through email broadcast ▪ Posters, Booklets and Leaflets ▪ Steering group meetings with Children's Services Planning, Youth Justice Agency and NHSCT ▪ Meet every week with staff of YJANI in each of the different projects ▪ Meet informally on a regular basis with Youth Conferencing to discuss needs of young people and parents and the relevance of our work or the importance of referral to a higher tiered service.

	Detail	Method of Communication
Project Information	<p>This service encourages young people to use other services if appropriate and we have encouraged young people to link with Dunlewey Counselling Service and with the CAMHS Drug and Alcohol workers.</p> <p>To deliver an accredited programme of alcohol/drug awareness set within a healthy lifestyle context. We try to challenge various risk taking behaviour around mental and sexual health. This is in an age/development appropriate manner with material which again are suitable to the needs of the young person. Work is usually one-to-one however on occasion we run a group (depends very much on suitability).</p> <p>To provide training for or to signpost staff within Youth Justice Agency to relevant training on health and well being based issues. To monitor and evaluate process and impact of partnership.</p> <p>Signpost to Northern Drugs and Alcohol Co-Ordination Teams funded project which delivers training to the needs of staff around</p>	<ul style="list-style-type: none"> ▪ Feedback through Children’s Services Planning Outcomes sub-group and Children who offend or who are at risk of offending sub-group. ▪ Meet with parents/caregivers at beginning of programme and review meetings where possible or sit in as part of the Youth Conference induction meeting. Parents/caregivers also are invited to the presentation of certificates. ▪ Reports at information exchange events within our service. <p>Directory of available training disseminated on a yearly basis. Emails forwarded on around relevant training for staff and parents to Youth Justice</p>

	Detail	Method of Communication
Project Information	<p>alcohol and drugs and related issues.</p> <p>Specific Health Improvement posts in - Sexual Health, Mental Health, Suicide and Self-Harm, Children and young people, Drug and Alcohol Manager (Youth Justice) Community Support Officer (Alcohol and Drugs) Participation Development Officer and Locality Development Officer for Children's Services Planning</p>	Agency in the Northern Trust Area.

	Detail	Method of Communication
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<p>Training</p>	<p>Bounce – see below (sexual health funding re venue, catering PHA Northern Area)</p> <p>Talking Teenagers- 1 day training for those working with the parents of teenagers. Areas covered include listening, communication skills, risk factors ie sex, drugs, alcohol, smoking, mental health. (Sexual Health Strategy funding PHA Northern Area). This training can also be run for parents over 5-6 weeks (there is currently no funding for this)</p> <p>KASH- Kids, Alcohol & Sexual health. This training looks at the links between alcohol and sexual health and provides practical activities linked to theory.</p> <p>Autism & Sexual Health- This 2 day training has been developed by Autism NI with support from sexual health promotion staff in Trusts and voluntary organisations. This is a new programme and in the process of being evaluated. Requires funding. It is regional.</p>	<p>NHSCT intranet, emails NHSCT training manual Through community, voluntary organisations</p>
	<p>Detail</p>	<p>Method of Communication</p>

<p>Training</p>	<p>Parents facilitators course- This is funded by PHA Northern Area 2010-2011. ACET are commissioned to deliver this. It is an accredited course for those working with parents.</p> <p>Mental Health First Aid – 2 days mental health awareness course which equips participants with the knowledge and skills to support someone in a mental health crisis or who has a mental health problem helping them to get the appropriate professional help. Applicable for statutory, community and voluntary sectors (funded by PHA) attached to Promoting Mental Health Strategy Northern area Delivered by NHSCT trainers</p> <p>ASIST – 2 day course – Applied Suicide Intervention Skills Training – to equip participants with the skills and knowledge of how to help someone who is in a suicide crisis. Applicable for statutory, community and voluntary sectors, and carers. (funded by PHA) attached to Suicide Prevention Strategy Northern area - Northern area group of trainers</p>	<ul style="list-style-type: none"> ▪ Community notices ▪ Parish bulletins ▪ Newspapers ▪ Trust website <p>Disseminated through trust intranet and internet as well as other health promotion colleagues mailing lists.</p> <p>NHSCT Training manual</p> <p>Also disseminated through community networks reaching right into the community in the Northern area – community bulletins / parish notice</p> <p>Identified and disseminated through Promoting Mental Health and Suicide Prevention Steering group - PHA boards / newspapers</p>
	<p>Detail</p>	<p>Method of Communication</p>

<p>Training</p>	<p>BOUNCE – 1 day awareness course considering resilience in young people – considering what it is, developmental theory attached to lack of resilience and practical ways in which to increase resilience in young people (funded by PHA) attached to Promoting Mental Health Strategy Northern area. NHSCT deliver training</p> <p>This training is primarily delivered to Senior Social Worker, social workers, youth workers, family centre staff, education welfare officers, teachers, Curriculum Advisory staff and other voluntary organisations.</p>	<p>Disseminated through trust intranet and internet as well as other health promotion colleagues mailing lists.</p> <p>Identified and disseminated through Promoting Mental Health and Suicide Prevention Steering group – PHA</p>
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	Detail	Method of Communication
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<p>Training</p>	<p><u>Life skills</u>– delivered by AWARE Defeat Depression (funded by PHA) attached to Promoting Mental Health Strategy Northern area</p> <p>This course is based on CBT principles and consists of 6 sessions of 1.5 hours. Within the Northern area it has been delivered to individuals attending the CMHT’s suffering from depression and is also being delivered with a group of young mums at risk of postnatal depression before end of March</p> <p><u>Towards better mental and emotional well-being (funded by PHA) attached to Promoting Mental Health Strategy Northern area well-being (delivered by Community Direct) Personal development Course</u> consisting of 6 sessions which has been delivered through community groups – within vulnerable and disadvantaged communities</p> <p><u>Strengthening Families For Parents and Young People 10-14 (SFP 10-14)</u> is designed to reduce adolescent substance misuse and other behaviour problems by increasing parenting skills, building life skills in young people and strengthening family bonds. Parents and young people meet in</p>	<p>AWARE carried out awareness raising through local GP’s and CMHT’s and also advertise course through newspapers where they receive self-referrals</p> <p>Identified and disseminated through Promoting Mental Health and Suicide Prevention Steering group - PHA</p> <p>Community Direct have established great links with communities within the Northern area and identify groups.</p> <p>Identified and disseminated through Promoting Mental Health and Suicide Prevention Steering group – PHA</p> <p>Staff from NHSCT, Action for Children, TIPSA, Dunlewey Substance Advice, NEELB, Hope Centre, Carrick YMCA & Gateway Church, Carrickfergus. Identified and disseminated through Promoting Mental Health and Suicide Prevention Steering group – PHA</p>
	<p>Detail</p>	<p>Method of Communication</p>

<p>Training</p>	<p>separate groups for the first hour and together as families during the second hour to practice skills, play games and do family projects.</p> <p>Bereavement workshops – being delivered by CRUSE and funded by PHA attached to PMH strategy – co-ordinated by Health Improvement</p> <p>Applicable for statutory, community and voluntary sectors</p>	<p>Disseminated through trust intranet and internet as well as other health promotion colleagues mailing lists.</p> <p>NHSCT Mailing lists</p> <p>Also disseminated through community networks reaching right into the community in the Northern area – community bulletins / parish notice boards / newspapers</p> <p>Identified and disseminated through Promoting Mental Health and Suicide Prevention Steering group – PHA</p>
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	Detail	Method of Communication
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<p>Health Promotion</p>	<p>*Sexual health and alcohol leaflet developed by NHSCT Health Improvement (funding from PHA Northern Area) *Sexual Health Credit Card- listing all family planning clinics across NHSCT area *Puberty leaflets – For Boys and For Girls *Sex elearning (www.sexelarning.org.uk) website developed by SHSCT but promoted regionally to support those working in the area of sexual health</p> <p>Bereaved by suicide leaflet, booklet and poster designed to provide information to families, friends and communities bereaved. Funded by PHA and attached to project monies – Bereaved by Suicide Support Project.</p>	<p>Information provided during training. School nurses would have used puberty leaflets during sessions with P7 pupils (although their role is changing regarding this)</p> <p>Information on NHSCT intranet, emails</p> <p>Distributed to -</p> <ul style="list-style-type: none"> ▪ 90 GP practices ▪ 150 Clergy ▪ 23 PSNI stations ▪ 60 Undertakers ▪ 1000 Community/ voluntary & statutory groups ▪ 90 dentists ▪ 8 colleges ▪ 28 libraries ▪ 13 leisure centres ▪ 8 council websites ~ delivered to Antrim council locality groups ▪ Trust website and through email broadcast <p>Posters, Booklets and Leaflets</p>
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	Detail	Method of Communication
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	<p>Look after yourselves and others – mental health support contacts credit card Funded and produced by PHA</p> <p>NHSCT Perinatal group with a focus around developing pathways for pregnant women and mums with mental health needs</p> <p>Post natal depression leaflet by RCoP used in Trust and further copies being purchased(funding from PHA attached to Promoting Mental Health strategy)</p> <p>Health Improvement also provides a range of leaflets around mental health, suicide prevention, self-harm, alcohol, drugs, solvent misuse and sexual health some of which are PHA information/campaigns and others specific bought in either by Trust monies or through funding by PHA.</p>	<p>Disseminated widely through Northern area to GP practices, schools, statutory agencies, community and voluntary agencies, libraries, leisure centres and so on Also Trust internet and intranet and PHA website</p> <p>Group consists of wide range of professionals including midwifery, health visiting, psychiatry - Nursing and Medical, Obstetrics, Safeguarding, CAMHS, Social Work and Health Improvement.</p> <p>Leaflet distributed to clinics within maternity services. Direct distribution by Midwives.</p>
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Belfast Health & Social Care Trust

	Detail	Method of Communication
Project Information	Belfast Infant Mental Health Project Steering Group (meets bi monthly – agenda to progress the maternal/infant mental health agenda) Think Child, Think Parent, Think Family progress now linked to this group	<ul style="list-style-type: none"> ▪ Bi monthly meetings
Training	<p>Course relating to mental health children's interface , conferences etc</p> <ul style="list-style-type: none"> • Second Knockbracken Infant Mental Health Conference • Solihull Infant Mental Health Training • Roots of Empathy Programme 	<ul style="list-style-type: none"> • Conference 18th Nov 2009 (240 people in attendance from Children's Services, Health Visiting, Midwifery, School Nursing, Management & Com Vol Sector • Four training programmes scheduled for 2010 within Belfast Health & Social Care Trust – 2 have been completed, targeting school nursing, health visitors • All schools within Belfast Trust area contacted by letter inviting unto the ROE programmes. • Awareness seminar organised to give overview of the programme

	<ul style="list-style-type: none"> • CBT Life Skills Educational Programme • Mental Health First Aid (2 day Training) • Suicide Prevention -Applied Suicide Intervention Training Skills (2 day training) • Suicide Awareness (half day training) • Self Harm – Awareness Training (half day) 	<ul style="list-style-type: none"> • Promoted through Community of Interest (COI) for Mental Health Promotion South East & Castlereagh, also Belfast Trust Work Health Improvement Strategy • Promoted through Community of Interest for Mental Health Promotion & Suicide Prevention • Promoted through Community of Interest for Mental Health Promotion & Suicide Prevention & Beeches Management Centre yearly training brochure • COI • COI
Health Promotion	<p>Health improvement material such as leaflets and information re services</p> <ul style="list-style-type: none"> • Post natal depression (self help guide) • Information Wall Chart (themed and signpost to support organisations) • Concertino information leaflet – 	<ul style="list-style-type: none"> • Belfast Trust

	<p>Mental Health Services</p> <ul style="list-style-type: none"> • You don't have to be drunk to be doing real damage – information leaflet • You, your child and alcohol – booklet • Off to a good start – all you need to know about breastfeeding your baby – booklet • Looking after your mental health – leaflet • Don't cover up your problems a short guide to minding your head – leaflet • The pocket guide to good mental health –leaflet • Promoting positive mental health at work – leaflet • Depression awareness factsheet • Range of self help materials covering Anxiety, depression, bereavement, anger management, obsessive compulsive disorder, sleep disorders, social anxiety. 	<ul style="list-style-type: none"> • Health & Social Care Board/Belfast Trust • Belfast Trust
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South Eastern Health and Social Care Trust

	Detail	Method of Communication
<p>Project Information</p>	<ul style="list-style-type: none"> <p>Positive Steps A flexible and interactive mental health promotion programme that can be used with virtually any group. Positive Steps is essentially a mental health promotion programme that brings many other benefits in addition to improving our mental health & emotional well-being.</p> <p>The programme provides many exciting opportunities for people aged 12 and over to experience, for example trying something new and learning new skills; taking risks; making new connections and relationships; socialising; being creative; learning relaxation techniques; figuring out how to value yourself and how to contribute in valuable ways; improving health; knowing when and how to get help; learning all this in a fun way.</p> <p>Incredible Years</p> 	<p>Through the Mental Health Promotion / Suicide prevention Community of Interest, SEELB, local youth groups and community organisations, Further education, Schools, SEHSCT Staff, Email contact lists. Cold calling from the organisations.</p> <p>This is a new initiative and will be actively promoted via the SET Community of Interest.</p>

	<ul style="list-style-type: none">• Roots of Empathy <p>Roots of Empathy is a World Health Organisation endorsed evidenced based programme that is extensively rolled out in 2,200 schools Canada. The programme has also been rolled out in New Zealand, the USA and recently, in the Isle of Man.</p> <p>Recent research by leading universities has shown that the programme has a long term lasting impact on the behaviour of the pupils. Pupils are more competent in understanding their own feelings and the feelings of others (empathy) and are therefore less likely to physically, psychologically and emotionally hurt each other through bullying and other cruelties.</p> <p>At the heart of the programme is a local baby and parent who visit the classroom every three weeks over the school year. A trained instructor coaches the pupils to observe the baby's development and to label the baby's feelings. The programme lasts for a complete school year and involves 27 sessions of 40 minutes each. The programme goals are:</p> <ol style="list-style-type: none"><u>1.</u> To foster the development of empathy<u>2.</u> To develop emotional literacy<u>3.</u> To reduce levels of bullying, aggression and violence, and promote children's' pro-social behaviours<u>4.</u> To increase knowledge of human development, learning and infant safety	
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	<p><u>5.</u> To prepare students for responsible citizenship and responsive parenting</p> <ul style="list-style-type: none"> <p>New Parent Project</p> <p>Funding has now been received from DE, DSD, HSCB, PHA to enable the programme to be rolled out across the SE area, especially in Sure Start areas. 100 vulnerable first time mothers will benefit from this very intensive home visiting programme via four NPP health visitors. The health visitors will visit the mothers 27 times between 20 weeks gestation and the babies second birthday and will link into a range of services to support the mother (and father) around housing, domestic violence, addiction, hazardous drinking etc. Referrals to the project are mainly from midwives following 'booking in', although referrals are also received from LAC teams.</p> <p>Mellow Parenting/Mellow Babies</p> <p>Core Programme</p> <p>Mellow Parenting is a 14 week one- day- a- week group designed to support families with relationship problems with their children. It combines personal support for parents with video and direct work with parents and children on their own parenting problems. It has proved effective in recruiting and engaging families with severe problems. Mellow Parenting meets the criteria recognised by the NICE guidelines for</p> 	
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	<p>effective parenting programmes. It is a structured programme based on social learning theory. The programme relies on the assumption that parents' own experience of being parented, and their current relationships, help or hinder the development of their relationship with their child. Where parents have had a poor childhood experience and have little current support, then development of a good relationship with their child is difficult, the programme aims to redress this.</p> <p>Key elements of the programme are;</p> <ul style="list-style-type: none"> • Parental engagement and empowerment. • Personal group for parents while children are supported in children's groups. • Shared lunch time for children, parents and staff. • Individual analysis of video tape of family interaction. • Activities and outings to practice new skills and build a repertoire of skills. • Structured parenting workshops. • "Have a go!" homework to reinforce new skills. <p>Mellow Bumps (antenatal)</p>	
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	<p>Mellow Babies (0-1yrs) Mellow Parenting (1-4yrs) Mellow Dads (male orientated version of programme)</p> <ul style="list-style-type: none"> WMHD The World Mental Health Day Committee plan, implement and evaluate series of events to promote positive mental health in the SET area. They assess appropriately and respond to Mental Health & Emotional Wellbeing (MH&EWB) need, through effective communication and collaboration with agencies/Carers/Users involved with MH&EWB in the SET area (guided by the World Mental Health Federation WMHD Theme). MACS Mentoring Provision of a mentoring service for vulnerable young people aged 16-25 years in both Colin and Downpatrick localities. A service for those deemed to be 'at risk' as a result of homelessness, isolation, vulnerability, financial and/or social exclusion, with mental health difficulties or at risk of suicide or self harm. MACS Floating Support A floating support service in the Down sector for young people aged 16-25 years. To address the needs of those who are homeless, isolated, vulnerable, 	
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	<p>financially or socially excluded, have mental health difficulties or are at risk of suicide or self harm.</p> <ul style="list-style-type: none"> • Health for Life Health for life is a health awareness programme that aims to help adults in the community learn more about how to take care of their own health. It consists of general health awareness sessions given informally incorporating topics on alcohol & drugs, cancer, nutrition, physical activity, smoking and stress & relaxation. • B-WELL Centres x 5 5 centres that act as a first point of contact for communities with the concept of a 'one stop shop', offering high quality advice, support and signposting to a wide range of mental health promotion, suicide and self harm services. • Choices Personal Development Programme This programme is run by Lisburn YMCA and aims to build resilience and coping mechanisms for young people and also aims to improve communication and relationships with parents, guardians or carers. • SEAL Programme The main aim of this programme is for the young people to develop an understanding of what it is like to build and sustain a relationship, have a family and look 	
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	<p>after a small child, how babies and children grow and develop, and the importance of the parent in this development.</p> <p>SEAL focuses on five social and emotional aspects of learning.</p> <ul style="list-style-type: none"> ▪ Self Awareness ▪ Managing feelings ▪ Motivation ▪ Empathy ▪ Social Skills <p>SEAL is a comprehensive approach to promoting the social and emotional skills that underpin effecting learning, positive behaviour, positive relationships and the emotional health and well being of all who learn.</p> <ul style="list-style-type: none"> • Healthy & Unhealthy Relationships Programme (sexual health programme) <p>The Heading for Healthy Relationships Programme is designed to help young people identify the very clear differences between healthy and unhealthy relationships and friendships. The programme can be used with year eleven and twelve however schools seem to think that it works well with age 15yrs. This work is delivered by the Senior Schools worker with North Down & Ards Women's Aid.</p>	
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	<p>It fits in very well with LLW timetables and has been running in ten post primary schools in the North Down & Ards area. The format is usually working with one class at a time as this gives more opportunity for discussion. Most schools allocate approx 4 periods for each group, again giving time to explore areas such as</p> <ol style="list-style-type: none"> 1 Self Esteem/Self Worth 2 What is a healthy Relationship? 3 What does an unhealthy Relationship look like? 4 What should I do if I find myself in an unhealthy Relationship? 5 What services are available for me in my area? 6 Who do I talk to? 7 Keeping Safe. <ul style="list-style-type: none"> • Talking to young people about Sex and Relationships <p>A 2 hour workshop delivered by FPA and Brook on "Talking to young people about sex and relationships" to health visitors and school nurses. Topics covered include:</p> <ol style="list-style-type: none"> <u>1.</u> Sex and the Law <u>2.</u> Sexual health Skills <u>3.</u> Risk Taking Behaviour <u>4.</u> Signposting for Young People <u>5.</u> Issues for Young People- <u>6.</u> Social Networking, Mobiles etc 	
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	<ul style="list-style-type: none"> • Pilot antenatal / mental health clinic <p>The Perinatal Mental Health Clinic is set up to target women at any stage in the ante-natal period who have been identified as having ongoing mental health issues especially those needing medication .</p> <p>The clinic is staffed by midwives with special interest in Perinatal mental health and the midwife offers additional support and referral to appropriate services .The midwife will liase with the consultant in charge of the clinic prior to referrals to psychiatry. The midwife will also liase with the multidisciplinary team as appropriate and keep the women fully informed of the referrals.</p> <p>An audit of the clinic commenced in December 2010 and is due for completion soon and will be presented at an upcoming audit meeting.</p> <p>One of the aims of the clinic is to get the women in the best possible mental health prior to delivery in the hope that this will have a positive effect on their parenting experience and bonding with their baby.</p>	
<p>Training</p>	<p><i>Courses relating to mental health children's interface , conferences etc</i></p>	<p>Training brochure produced annually and disseminated to:</p> <ul style="list-style-type: none"> • Trust staff via the Intranet and Trust communications. • All external organisations registered on the Health Improvement database. This database is constantly being

	<ul style="list-style-type: none"> • Mental Health First Aid MHFA does not teach people to be therapists. However, it does teach people how to recognise the symptoms of mental health problems, how to provide initial help and how to guide a person towards appropriate professional help. • SafeTALK Safe TALK is a free three hour training workshop, which raises general awareness on how to prevent suicide in our community? The workshop equips participants with the skills to recognise a person with thoughts of suicide, to engage them and then connect them with an organisation or individual who can intervene to help keep them safe. Safe TALK is ideally placed for delivery in a workplace or community setting • ASIST ASIST is a two day course, which equips participants with specific skills (using Suicide intervention Model) to help a person with thoughts of suicide to safety. • Talking To Your Child about Tough Issues This two day course equips those working with parents or those in a parenting role with the knowledge and skills to deliver a 6-hour training session to parents and 	<p>added to and updated from details received from course participants.</p>
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carers. It explores risk factors and protective factors that make a difference for children, increases skills and strategies that build these protective factors and encourages parent/child communication in order to influence young people attitudes around a range of risky behaviours.

- **Understanding Self Harm**

1. This 1 day course has the following goals:
2. Raise awareness and produce a better understanding in working with people who self harm.
3. Challenge myths and discriminatory attitudes.
4. Increase awareness of the assessment and management of risk with people who self harm.
5. Help develop skills for helping people who self harm
6. Increase understanding of why people who self harm find it difficult to change their behaviour.
7. Enable staff to sustain positive working relationships with people who self harm.
8. Set up appropriate support and supervision.
9. Identify your own coping mechanisms and ideas for self care.

- **Bouncing Back Training**

- **Solihull Infant Mental Health Training**

	<ul style="list-style-type: none"> • Incredible Years Training • ROE Training The ROE training was completed in November with 17 schools in receipt of the 1 year programme. Feedback thus far has been very positive. A further c.30 schools have signed up to receive the programme next year and we are hopeful that this will be part of a randomised control trial conducted by Queens University. • Health Improvement Posts <ol style="list-style-type: none"> 1. Mental Health 2. Suicide 3. Sexual Health 4. Children and young people 5. Drug and Alcohol 	
<p>Health Promotion</p>	<p><i>Health improvement material such as leaflets and information re services</i></p> <ul style="list-style-type: none"> • Mental Health Promotion / Suicide Prevention Online Directory of Services • A2 Guide to Mental Health & Suicide Support Services in the South Eastern area • A3 folded Z card (credit card size when folded) Guide to Mental Health & Suicide Support Services in the South Eastern area 	<p>All mental health and other Lifeskills resources can be ordered via the Health Improvement Department of the South Eastern Health and Social Care Trust – tel 028 9250 1373</p> <p>Information specific to mental health issues (opposite) can be accessed on www.wellnet-ni.com/orgs</p>

	<ul style="list-style-type: none">• Bereaved by Suicide booklet• Self Harm information booklet• Concerned about suicide leaflet <p>Self Help Guides:</p> <ul style="list-style-type: none">• Depression File• Controlling Anger• Understanding Voices and Disturbing Beliefs• Sleep Problems• Post Traumatic Stress• Post Natal Depression• Shyness and Social Anxiety• Stress• Stress and Anxiety• Depression and Low Mood• Bereavement• Panic Attacks• Obsessions and Compulsions	<p>Self Help guides can also be downloaded from http://www.wellnet-ni.com/coidetail.php?id=6</p>
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