

MENTAL HEALTH

DELIVERY PLAN

2019-22



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Introduction

Welcome to the Mental Health Delivery Plan for East Ayrshire. It sets out our shared ambitions and activities for improving the mental health¹ of our communities for 2019-22. In delivering this Plan together with our partners and the communities and working towards better mental health for everyone, we will contribute in a real way to the [Wellbeing Delivery Plan](#) and the overarching vision for better local wellbeing:

'Working together with all our communities to improve and sustain wellbeing, care and promote equity.'

Developing the Plan

Our Delivery Plan has been developed by engaging with East Ayrshire's workforce, partners and the communities we serve. Through them, we understand the ways in which we can improve peoples' mental health and how we can redesign services to achieve better outcomes. To enable a common approach, we developed our Delivery Plan alongside contributing to development of The Ayrshire Mental Health Conversation; Priorities and Outcomes 2019-2027. This strategic response describes the engagement process and outcomes in detail. Where the engagement activity is for East Ayrshire only, this is noted. Ongoing engagement will be core to regular review of the Delivery Plan and to monitoring its progress.

Date/time	Event	Audience
1 Aug- 30 Oct	Ayrshire Mental Health Conversation Engagement Questionnaire (online)	Mixed stakeholders
1 Aug – 22 Sept	East Ayrshire Mental Health Conversation- Primary Care Questionnaire	People working in Primary Care
1 Aug	East Ayrshire Mental Health Conversation- Focus Group	People with lived experience, carers, families
7 Aug	East Ayrshire Mental Health Conversation- Focus Group	People with lived experience, carers, families
29 Aug	East Ayrshire Mental Health Conversation- Focus Group	People with lived experience, carers, families
13 Sept	East Ayrshire IJB Development Session	IJB members
3 Oct	East Ayrshire Mental Health Mapping Day	All stakeholders
4 December	Ayrshire Mental Health Strategy Conversation Event	Mixed Stakeholders
20 Feb 19	East Ayrshire Strategic Planning/Wellbeing Delivery Group	Mixed Stakeholders
26 Feb 19	East Ayrshire Economy & Skills Delivery Group	Mixed Stakeholders
12 Mar 19	East Ayrshire Community Planning Partnership Executive Officers Group	Community Planning Partner Senior Leaders

¹ In this Plan, references to mental health has the meaning described by Scottish Government as applying 'to a continuum from emotional wellbeing like happiness and sadness, to mental disorder like the acute reaction that can happen to stress, to mental illness like schizophrenia,' <https://www.gov.scot/publications/mental-health-strategy-2017-2027/pages/4/>. To enable seamless pathways though support and because of what we heard from local people during our engagement, we have also included Autism in the scope of this Plan.

Context

The national [Mental Health Strategy 2017-27](#) ('the national strategy') reflects the wide public health approach required to improve mental health across the whole population and contains 40 Actions under five themes: prevention and early intervention; access to treatment and joined up service; the physical wellbeing of people with mental health problems; rights information use and planning and; data and measurement. The national strategy sets out:

- Poverty is the single biggest driver of poor mental health,
- Partnership is the route to improvement,
- Unemployment is the single biggest inequality that people with mental health problems can face.

The [Children and Young People's Mental Health Task Force Delivery Plan](#) puts children and young people at the centre of a mental health and wellbeing improvement programme in four main areas, following the Taskforce Chair's recommendations:

- Generic strand: for children and young people experiencing emotional distress and anxiety, perhaps relating to peers, issues at home or in school. Primarily requiring support in communities from peers, youth workers, third sector or primary care mental health workers, supported by specialist services if required,
- Specialist strand: for children and young people with serious mental health problems who require rapid access, assessment and treatment by specialist CAMHS and support from other services as they recover,
- Neurodevelopmental strand: for children and young people who may show issues with their early development that may indicate a disorder such as Autistic Spectrum Disorder, Attention Deficit Hyperactivity Disorder or learning disability, who require specialist assessment and support from paediatrics, educational psychology and third sector organisations specialising in this area of work, and
- At Risk strand: for young children who have service or multiple adverse experiences in their early lives and who may be looked after or in care and young people experiencing multiple problems of addiction, homelessness and poverty.

The Scottish Government's [Mental Health Strategy 2017 - 2027: first progress report](#) updates on activity towards completion of the Actions to date and organises the ongoing work into four new themes:

- children and young people's mental health and wellbeing
- adult mental health and whole system change
- public mental health and suicide prevention
- rights and mental health

Many of the key strategic, policy and legislative developments that frame the work within this Delivery Plan are set out in The Ayrshire Mental Health Conversation; Priorities and Outcomes 2019-27 ('the local strategy').

The wider strategic and policy context in relation to mental health continues to evolve with developments being driven by wider economic, societal and technological changes. Alongside the local and national policy drivers directly relating to mental health, we have considered the wider contextual obligations, opportunities and challenges, some of which are particular to East Ayrshire:



[National Dementia Strategy 2017-20](#)



[East Ayrshire Wellbeing Delivery Plan 2018-21](#)



[East Ayrshire Health & Social Care Partnership Strategic Plan 2018-21](#)



[East Ayrshire Independent Advocacy Strategic Plan 2019-22](#)



[East Ayrshire Children & Young People's Service Plan 2017-20](#)



[The Social Care \(Self-directed Support\) \(Scotland\) Act](#)



[Community Empowerment \(Scotland\) Act](#)



[Health & Social Care Delivery Plan](#)



[Scotland's Public Health Priorities](#)



[Getting It Right For Every Child \(GIRFEC\)](#)



[Scottish Strategy for Autism 2018-21](#)



[Good Mental Health for All \(2015\)](#)



[Carers \(Scotland\) Act 2016](#)



[Ambitious for Ayrshire- Primary Care Improvement Plan 2018-21](#)

Arrangements are in place locally and across Ayrshire to reduce the number of deaths as a result of suicide and there is particular focus on further developing a preventative approach, in response to the number of suicides last year. East Ayrshire's Suicide Prevention Action Plan is in place to deliver the national strategy, Ayrshire priorities and contribute to achieving a 20% reduction in the rate of suicide by 2022.



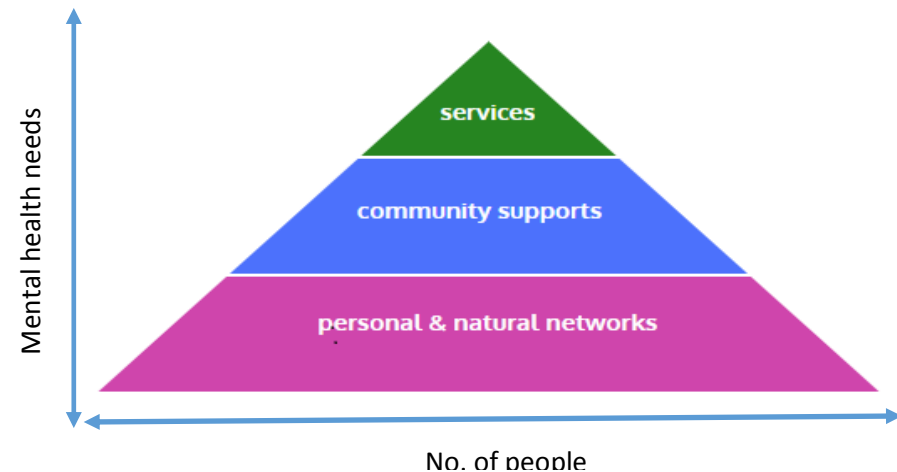
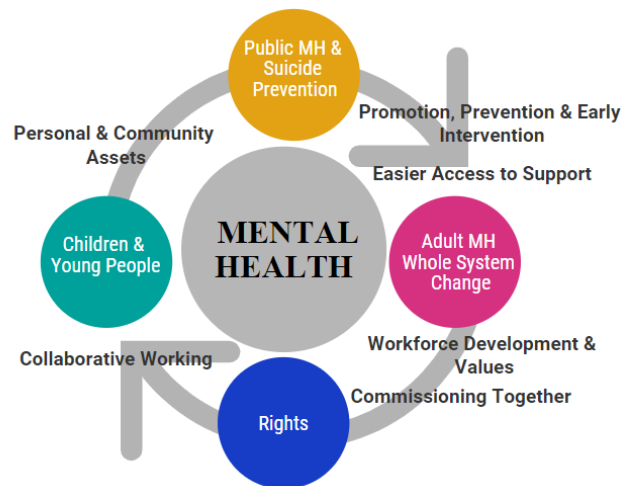
[Every Life Matters- Suicide Prevention Action Plan](#)

Strategic Framework

The local strategy, developed through extensive engagement with partners, stakeholders and communities, sets out 7 strategic aims and associated outcomes to be achieved:

Ayrshire Strategic Aim	East Ayrshire Delivery
1. Improving mental health and wellbeing of local people, across the lifespan, through promotion, prevention and early intervention	Promotion, prevention and early intervention
2. Promoting community based support for people experiencing mental health challenges including self-management and peer support	Personal and community assets
3. Making it easier for people to access appropriate support when they are experiencing mental health problems or distress	Easier access to support
4. Providing appropriate training , development and support for all who are supporting people with mental health challenges	Workforce development and values
5. Ensuring that people with lived experience of mental health challenges and their carers are fully involved in the design and delivery of services	Commissioning together
6. Working in partnership across professional and organisational boundaries with family and carers to ensure services are integrate and focussed on need	Collaborative working
7. Our children and young people receive the support that promotes good mental health and wellbeing	Children and young people

Our delivery aligns to both the national and Ayrshire direction, as well as being based on a tiered approach that recognises individuals and communities as significant assets, with formal services on tap when needed; illustrated below:



Mental Health Services & Working Together

The Partnership directly manages a range of services that support mental health and treat mental illness in East Ayrshire and North Ayrshire HSCP leads on the management and delivery of a group of mental health services on an Ayrshire wide basis, such as Inpatient Services. Full information about these services can be found in our [Mental Health Services Summary](#).

The things that support improving local mental health extend beyond services directly managed by the Partnership and beyond health and social care services generally. We work closely with Education, Housing, Vibrant Communities, leisure and the Third and Independent sectors to support the delivery of innovative responses to need within our community.

 <p>East Ayrshire Advocacy services works closely with Morven Day Services holding a surgery monthly at their centre to provide support to people in a private and familiar setting, helping with any issues that they are struggling to deal with and ensuring their voice and views are heard. They also facilitate monthly advocacy meetings in their outreach groups to provide support.</p> <p>Having an independent voice to help express their views can lessen some of the stress affecting people's mental health.</p>	 <p>Counselling services for children and young people continue to be embedded in the Doon Valley within the GP Practice multidisciplinary team, providing a therapeutic one-to-one service where the child or young person has been identified as suffering emotional distress- often as a result of trauma. One child describes the impact as:</p> <p>"I know who to speak to if I'm lonely and I have conquered the bullies. I'm not so scared any more and I don't have nasty, baddy dreams";</p>	 <p>Education centres are finding new ways of working to support better mental wellbeing for children and young people.</p> <p>In Loudoun Academy, pupil support staff are available every morning to welcome and assist those who are, for any reason, not 'ready to learn' that day. Pupils can be given breakfast, provided with necessary kit or signposted to the wellbeing hub, nurture base or other activities that ensure they are included in the school day, enabling them later to attend classes for learning opportunities that would otherwise be missed.</p>	 <p>Vibrant Communities deliver Your Path to Better Health and Wellbeing, a 12 week Programme which is designed to encourage people to manage their own mental health through consultations, interactive tasks, and setting goals focusing on Physical Activity and Healthy Eating; Stress and Anxiety, and Self Esteem.</p> <p>It is also delivered in groups which consists of a mixture of education and physical activity taster options like Boxing, Walking and Yoga. The groups enable people to share experiences as they work towards improving their mental wellbeing.</p>
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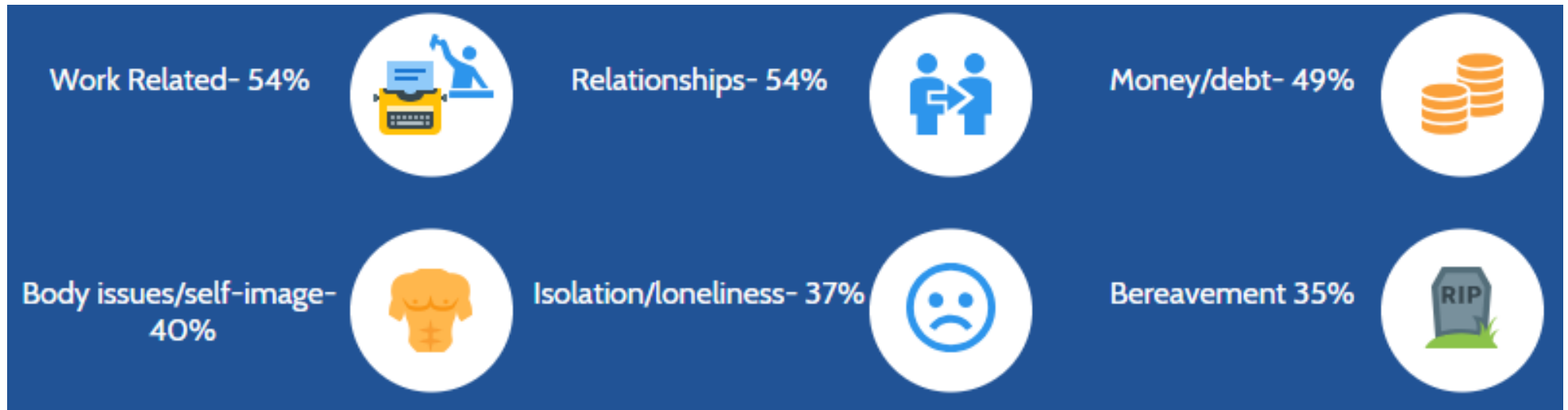
Needs, Assets and Performance

Understanding the needs and assets of our communities is a key part of planning and delivering services that are effective, sustainable and which help people improve their outcomes. Our ability to manage performance at a strategic and operational level helps us to measure our progress towards improvement. In developing this Plan, we engaged widely with our partners and people in East Ayrshire to understand this picture.

Some of the key facts that show local needs and assets in relation to mental health, alongside what people have told us are shown below. A full analysis is available in our [Needs, Assets and Views Analysis](#).



The top 6 things people told us challenged their mental health are:



The top things people told us improved their mental health are:



People told us about a number of things that are working well:

"Being able to talk about my mental health without being judged."

"Great advice + chip exercise classes for less isolation"

"I have a community OT who supports my efforts in living daily with agoraphobia."

"Consistent, reliable service. Excellent professionals who want to work with you to help."

"Helping me learn more about my triggers and learn different coping strategies"

"Have helped me in being me"

And identified a number of areas that could be improved:



Our Key Priorities

Within the strategic framework and using evidence and feedback from our engagement, we have identified 3 key priorities for delivery in East Ayrshire:

- Working in East Ayrshire, in any sector, actively supports people to be resilient and improve their mental wellbeing
- All residents, including children and young people, are supported to manage and improve their own mental health by a flourishing network of community- based supports that ranges from informal groups to health and social care services.
- People experiencing a mental health crisis, including those contemplating suicide, have ready access to expert help and are supported towards the local vision of HOPE.

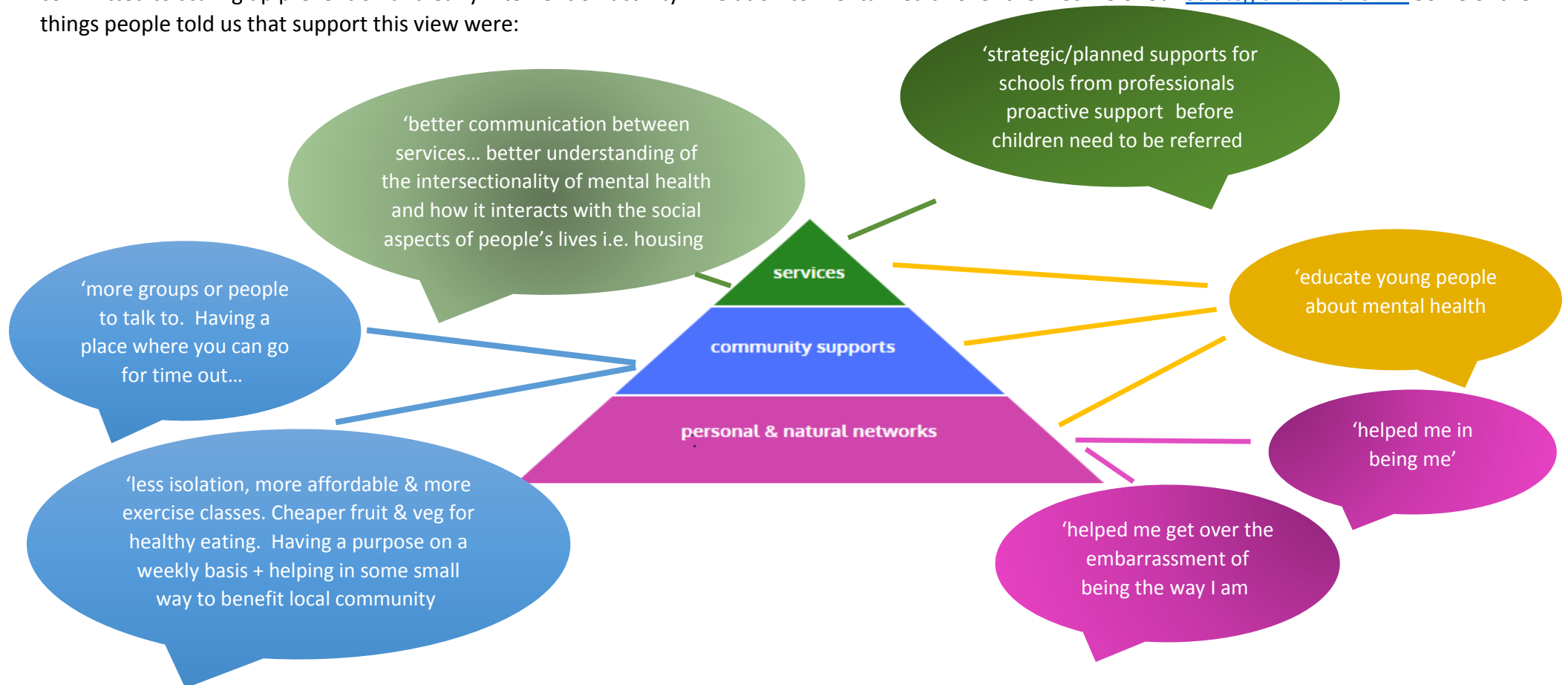
Our way of working uses a principle of:

- Promotion, prevention and early intervention

Why Promotion Prevention and Early Intervention?

Prevention and early intervention means a number of different things. It can mean stopping mental health problems from happening by tackling the things in our communities and society that cause them. It can mean stopping more serious mental health problems from developing by taking action at the earliest signs that someone's mental health is being undermined or; it can mean making sure that people who have mental health problems are supported to recover as soon as possible and reducing the inequalities elsewhere in their life that can result from living with a mental health problem. All of this creates better chances of achieving positive outcomes for people, families and communities, as well as financially sustainable services. Promoting these activities to people is a key part of successful delivery and aligns with the Public Health Priorities for Scotland.

There is local consensus from partners in East Ayrshire that undoing the causes of ill-health will result in significant improvements in wellbeing. We are committed to scaling up prevention and early intervention activity in relation to mental health over the lifetime of our [Strategic Plan 2018-21](#). Some of the things people told us that support this view were:



Action Plan

Tier	How will we get there?	By When?	Ayrshire Strategic Aims	Who will lead?
Personal & Natural Networks	Establish peer/partner managed online community book platform	Year 1	1,7	Senior Manager, Planning and Performance, HSCP
	Continue to implement signposting linking to development of GP Practice reception employees	Year 1-3	1,2,3,4	Strategic Programme Manager, Primary Care
	Develop and implement communications strategy, to promote key messages to target audiences, including business, revising public facing information on mental health and mental health services as appropriate	Year 1	1,7	MH PPI Group, Communications Programme Officer, HSCP; Head Teachers; GIRFEC Group; All Partners
	Deliver programme of rights-based awareness sessions in communities and to the workforce	Year 1-3	1, 4, 7	Manager, East Ayrshire Advocacy Services.
	Proactively engage the East Ayrshire business base to raise awareness of the benefits of supporting employee wellbeing, including mental health; working towards an agreed Ayrshire business wellbeing model.	Year 1-3	1,2,3,6	Head of Partnerships, Scottish Enterprise; Service Manager, Economic Development, EAC.
Community Supports	Ensure Children and Young People's Mental Health Taskforce Delivery Plan is implemented through Children and Young People's Service Plan 2020-23.	Year 1	7	GIRFEC Group
	Deliver East Ayrshire Suicide Prevention Action Plan	Year 1-3	1,2,3,7	COG Members, Suicide Prevention Group.
	Develop and deliver East Ayrshire Autism Strategy Implementation Plan.	Year 1-3	1,2,3,7	Senior Manager, Mental Health, Learning Disabilities and Addictions
	Continue to implement Mental Wellbeing Framework within Education centres.	Year 1-3	7	Education Manager (Inclusion), EAC.
	Create wellbeing hubs within Education centres through effective partnership working.	Year 1-3	1,2,6,7	Strategic Education Manager (Inclusion), EAC; GIRFEC Group.
	Promote Computerised Cognitive Behavioural Therapy to GP colleagues and widen access to other mental health community services/self-referral	Year 1-3	2	NHS Ayrshire and Arran Digital Team
	Continue joint working to improve employability opportunities together with Economic Development and Financial Inclusion	Year 1 -3	1	Senior Manager, Mental Health Learning Disabilities and Addictions, HSCP; Financial Inclusion Manager, HSCP; Service Manager Economic Development, EAC.

Tier	How will we get there?	By When?	Ayrshire Strategic Aims	Who will lead?
	Improve accessibility for people with mental health needs by providing first point of contact access to dedicated MH Practitioners in agreed GP Practices and continue rollout.	Year 1	1, 2, 3	AHP Senior Manager, Clinical Director, East Ayrshire East Ayrshire HSCP; Senior Manager, Mental Health Learning Disabilities and Addictions, HSCP.
	Implement mental health and wellbeing awareness training programme together with partners and stakeholders	Year 1-3	1,4, 6	Vibrant Communities, EAC
	Establish network of Community Health Champions to raise awareness of physical and mental health issues across communities and support suicide prevention activity.	Year 1	1,2,4, 7	Senior Manager, Mental Health Learning Disabilities and Addictions, HSCP; Service Manager, Early Intervention & Prevention, Vibrant Communities EAC.
	Incorporate physical health and wellness activities into Mental Health Awareness Week	Year 2- 3	1	Senior Manager, Mental Health Learning Disabilities and Addictions, HSCP; Vibrant Communities, EAC.
	Together with Vibrant Communities review physical activity offer to ensure equality of access for people with mental health problems and reduce barriers to access	Year 1	1, 2,6	Senior Manager, Mental Health Learning Disabilities and Addictions, HSCP; Vibrant Communities, EAC.
	Develop local media monitoring volunteers to shape anti-stigma action and target positive wellbeing and recovery messages	Year 2	1,5,7	Senior Manager, Planning and Performance, HSCP.
	Implement East Ayrshire Independent Advocacy Strategic Plan in relation to mental health	Year 1-3	5, 6	Mental Health PPI Group, Managers, commissioned Advocacy service providers.
Services	Embed trauma informed practice across managed and partner services	Year 1-3	4,7	Mental Health PPIG; GIRFEC Group
	Develop local response to deliver emerging perinatal and infant mental health agenda.	Year 1-3	7	Senior Nurse Manager, Children's Services, HSCP; Senior Manager, Mental Health Learning Disabilities and Addictions, HSCP
	Implement review of Primary Care Mental Health Team and develop and embed multidisciplinary Front Door approach for mental health community services	Year 1	3	Senior Manager, Mental Health, Learning Disabilities and Addictions, HSCP

Tier	How will we get there?	By When?	Ayrshire Strategic Aims	Who will lead?
	Improve the mental health and wellbeing of the population of HMP Kilmarnock by providing improved access to mental health professionals, including Clinical Psychology, Occupational Therapy and Speech and Language Therapy, working towards a health-improving prison.	Year 1	1,3	Senior Manager, Justice Healthcare Services, HSCP;
	Review existing physical health checks activity and identify target groups for enhanced offer	Year 1	1, 6	Senior Manager, Mental Health Learning Disabilities and Addictions, HSCP; Vibrant Communities, EAC.
Enablers	Map local prevention and early intervention activities, including suicide prevention, using lifespan model and conduct gap analysis.	Year 1	1,7	Senior Manager Planning and Performance, Senior Manager, Mental Health Learning Disabilities and Addictions, HSCP; GIRFEC Group
	Develop self-evaluation framework in respect of physical health supports for people with mental health problems	Year 1	1	Senior Manager, Planning and Performance, HSCP.
	Baseline position in relation to Mental Health Quality Indicators Profile for East Ayrshire across dimensions of timely, safe, person-centred, effective, efficient, and equitable	Year 1	1 - 7	Senior Manager Planning and Performance, HSCP; Business Intelligence
	Scope use of outcomes measures, gap analysis and develop approach across partners	Year 1	1- 7	Senior Manager, Mental Health, Learning Disabilities and Addictions, HSCP; Providers
	Co-design and establish arrangements for twice-yearly collaborative assessment of performance outcomes and lived experience to support learning and development	Year 1	1-7	Mental Health PPI Group; GIRFEC Group.
	Report annually to IJB on progress against MHQI profiles	Year 1-3	1-7	Senior Manager Planning and Performance, HSCP

	How will we know?	Baseline	Target	Data Source
Outcomes Measures	No. of CAMHS referrals	604	Reduce to 500 by 2020	NA HSCP
	% of CAMHS referrals accepted	Baseline determined Year 1	Increase	NA HSCP
	Male (16+) mean mental wellbeing score (WEMWBS)	49.7 (2014-17)	Increase	ScotPHO
	Female (16+) mean mental wellbeing score (WEMWBS)	48.6 (2014-17)	Increase	ScotPHO
	No. of referrals to Primary Care Mental Health Team	2838 (2018)	Reduce	NA HSCP
	No. of unscheduled mental health bed days occupied in hospital	20,545	Reduce to 18,901 by 2021	ISD
	No. of deaths by suicide	11.6 per 100,000 (2012-17)	Reduce by 20% by 2022.	ScotPHO
	Personal stories of people with lived experience of mental health services reporting improvement.			

A local framework of contributory measures is in place to monitor implementation of the Plan, cross-referencing the requirements of the national reporting framework.

Reviewing the Plan

We have established local governance arrangements, including in relation to suicide prevention, aligned to existing East Ayrshire and Ayrshire and Arran structures to monitor delivery of this Plan and review its implementation. Continuing to engage with people in our communities, including those who are in contact with mental health services will be a key component, alongside learning from data and people's experience.

