TRAFFORD MENTAL HEALTH AND WELLBEING **STRATEGY** 2021-22

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TRAFFORD'S VISION

Trafford will be a borough where we focus as much upon preventing mental ill health as on its consequences. It will be where good mental health, parity of esteem between mental and physical health, a good start in life, a family approach to mental wellbeing, the ability to adapt and manage adversity and the recognition of the wider factors affecting mental health are supported throughout the life course: from preparing for a new baby, into adulthood and older age to dying, death and bereavement.

11 years ago the Marmot Review *Fair Society Healthy Lives* concluded that reducing health inequalities would require action on six policy objectives which still underpin Trafford's vision:

- 1. Give every child the best start in life
- 2. Enable all children, young people and adults to maximise their capabilities and have control over their lives
- 3. Create fair employment and good work for all
- 4. Ensure healthy standard of living for all
- 5. Create and develop healthy and sustainable places and communities
- 6. Strengthen the role and impact of ill-health prevention.





FOREWORD

Trafford's Mental Health & Wellbeing Strategy 2021-2022 is for the whole population and has been developed by *Trafford's Integrated Mental Health Transformation Group*.

This group includes representatives from:

- Trafford Council
- NHS Trafford Clinical Commissioning Group (CCG)
- Greater Manchester Mental Health NHS Foundation Trust (GMMH)
- Manchester University NHS Foundation Trust (MFT)
- Healthwatch Trafford

In addition to the steering group, extensive engagement has been carried out with Trafford service user and carer groups, staff focus groups, partnerships and workshops with the VCSE sector. Our thanks go to THRIVE Trafford and BlueSci in particular for their support.





FOREWORD

This interim strategy aims to enable all parts of the wider system in Trafford to think about how to support good mental health and wellbeing.

Since the NHS was founded in 1948 great steps have been taken in the identification and treatment of mental ill health and also in our understanding of the predominantly social determinants of mental health and wellbeing.

Trafford residents now have access to a wide range of mental health and wellbeing support. But there is still much more to be done to ensure parity of esteem between mental and physical healthcare, and to break down the stigma that prevents many people with serious mental health problems from seeking or receiving the care they need and deserve.



FOREWORD

This one-year strategy outlines how we propose to:

- Develop an all age, integrated Mental Health and Wellbeing Strategy by 2022 using the All Age THRIVE Framework as our guide. That strategy will align with the *Trafford Locality Plan* and run through until 2024. For this interim strategy we are focusing on adults 18 years plus.
- Implement a new Section 75 agreement between GMMH and Trafford Council
- Complete a review of social work within integrated community mental health teams (Social Work for Better Mental Health).
- Ensure an increased focus on the needs of older people with functional mental health disorders as dementia is the subject of a separate strategy.
- Place citizen engagement and co-production at the heart of everything we do
- Establish an understanding of what money is being spent on mental health and wellbeing across the system and whether it is achieving the outcomes we expect
- Ensure Trafford's 'core' mental health services are resilient and fit for purpose paying particular attention to the impact of the COVID pandemic
- Begin the reform and re design of our mental health and wellbeing offer to Trafford's citizens
- Maintain our focus upon achieving parity of esteem between mental and physical health with a particular emphasis on physical health checks for people with severe mental illnesses
- Prioritise early intervention and wherever possible the prevention of mental ill health. In particular we will work closely with schools, employers, housing providers and others to ensure we take every opportunity to promote good mental health
- Ensure that the wider determinants of mental health are properly understood so we can address endemic inequality and ensure our citizens and communities are able to build resilience.



STRATEGIC ALIGNMENT



This strategy aligns with:

The NHS Long Term Plan

- The NHS Long Term Plan
- The Greater Manchester Health & Social Care Partnership's Population Health Plan
- The Trafford Together Locality Plan
- The Health and Well Being Strategy for Trafford
- The Trafford Dementia Strategy





STRATEGIC ALIGNMENT

NHS Planning Priorities 2021/22

- A. Supporting the health and wellbeing of staff and taking action on recruitment and retention
- B. Delivering the NHS COVID vaccination programme and continuing to meet the needs of patients with COVID-19
- C. Building on what we have learned during the pandemic to transform the delivery of services, accelerate the restoration of elective and cancer care and manage the increasing demand on mental health services
- D. Expanding primary care capacity to improve access, local health outcomes and address health inequalities
- E. Transforming community and urgent and emergency care to prevent inappropriate attendance at emergency departments (ED), improve timely admission to hospital for ED patients and reduce length of stay
- F. Working collaboratively across systems to deliver on these priorities.

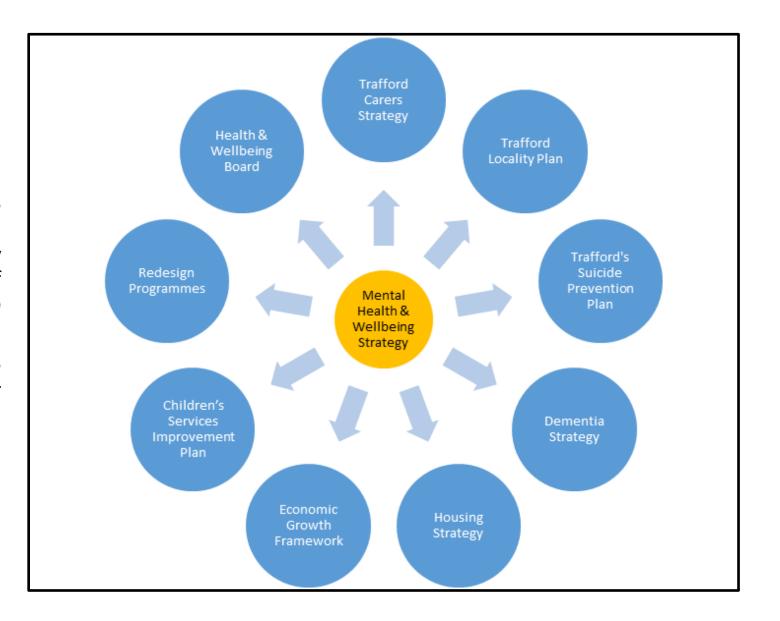
NHS planning priorities highlight the health and wellbeing of staff, managing the demand on mental health services and preventing the inappropriate use of emergency departments. Whilst many of these objectives are reflected in this strategy as specific mental health and wellbeing work streams, all areas of the NHS guidance demand a consideration of parity of esteem and it will be important for mental health and wellbeing to be central to how the system delivers against these priorities.



STRATEGIC ALIGNMENT

This strategy recognises that the determinants of mental health and wellbeing are wide-ranging and many existing strategies and programmes of work are underway in Trafford to help reduce inequality and improve lives.

This strategy does not seek to duplicate work already underway, rather complement and support its delivery.





ALL AGE THRIVE

The THRIVE Framework conceptualises mental health and wellbeing within five needs-based groupings and establishes 8 principles which we believe should underpin the development of Trafford's mental health and wellbeing strategy:





ALL AGE THRIVE

The THRIVE Framework - 8 principles:

- 1. Common language —a shared language which everyone can understand
- 2. Needs-led rather than diagnostic led which allows support regardless of diagnosis with a clear focus on need and a recognition that need will naturally fluctuate over time and in response to circumstances
- **3. Shared decision-making** at every level is at the heart of the THRIVE Framework for system change
- **4. Proactive prevention and promotion** is everyone's business and the framework enables us all to come together to ensure that this happens in every service (whether that is Social Care Health, Education, VCSE, Police, and Job Centres etc.) and every community. The importance of identifying and proactively working with particularly vulnerable groups cannot be overemphasised
- 5. Partnership working working together to support and improve mental health is vital
- 6. Outcome informed shared understanding of what we are trying to achieve by agreeing shared outcomes from the outset and understanding early on where these are not being achieved
- 7. Reducing stigma we cannot emphasise enough that mental health is everyone's business and we need to reduce the stigma which surrounds poor mental health
- **8. Accessibility** the whole THRIVE system needs to be accessible to all and at all levels.



Mental health challenges touch every life in Trafford: from a mother struggling with post-natal depression to a young person struggling in school. To a colleague absent from work to someone struggling with a long-term physical health condition. To an elderly relative living with dementia to a family coping with bereavement following the death of a loved one. We have all seen, and often personally felt and experienced, the impact of mental health problems.

Most mental health difficulties are preventable and most people recover from or manage their mental health difficulties with the right support to live meaningful, healthy, productive lives.

Our guiding ambition for mental health and wellbeing is simple and, if realised, will change and save lives.

We will promote wellbeing and parity of esteem, prevent mental health difficulties and provide support for mental health problems with the same commitment, passion and drive as we do for physical health problems so that the needs of our citizens are prioritised, decisions shared and services co-produced; all of this achieved using a common language we can all understand.



The Trafford Together Locality Plan 2019-2024

This brings together Trafford Council, NHS Trafford CCG and their wider partners to improve the health and wellbeing of Trafford's citizens. The plan establishes the following priorities, setting a clear framework for the development of this interim strategy and our ambition of an integrated, all age mental health and wellbeing strategy by 2022 and beyond:

- Building quality, affordable and social housing Trafford has a choice of quality homes that people can afford
- Health and wellbeing Trafford residents' health and wellbeing is improved and health inequalities are reduced
- Successful and thriving places Trafford has successful and thriving town centres and communities
- Children and young people All children and young people in Trafford have a fair start
- Pride in our area People in Trafford take pride in their local area
- Green and connected Trafford maximises its green spaces, transport and digital connectivity
- Targeted support People in Trafford get support when they need it most.



We would like all Trafford's citizens to be able to say:

- I can have hope, flourish live my best life, achieve my goals, and connect deeply with others
- I can be open about my mental health and wellbeing without fear of judgement
- I am supported to maintain my own health and wellbeing at home and in my community
- I can access information, advice or support quickly and easily
- I am asked about my views. I feel listened to, understood and respected
- I am given choice and control. Decisions are made with me, not for me
- My physical and mental health needs are assessed and considered together
- I receive support that is tailored to my individual needs, rather than a diagnosis
- I know that the people who support me are also supported
- I feel respected and am treated with dignity
- I can choose where, and with whom information about my health is shared.



Improving child and adult mental health, narrowing the gap in life expectancy, and ensuring parity of esteem with physical health are fundamental to unlocking the power and potential of Trafford's communities.

There is no health without mental health – it is a positive resource that allows us to fulfil our potential, cope with the normal stresses of life, work productively, and contribute to our community.

Shifting the focus of care to prevention, early intervention and resilience and delivering a sustainable mental health system in Trafford will require simplified and strengthened leadership and accountability across the whole system.

Enabling resilient communities, engaging inclusive employers and working in partnership with our third sector colleagues can transform the mental health and wellbeing of Trafford residents.



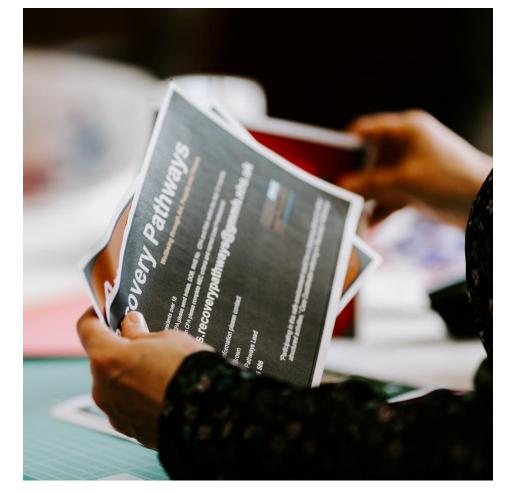


COVID-19

The COVID-19 pandemic and the resulting economic recession have negatively affected many people's mental health and created new barriers for people already suffering from mental illness. We must resource and plan to meet current and predicted demands.

Most people will have experienced some emotional effect because of the pandemic. Most people, given time, will recover from this without 'formal' intervention.

Our focus must be on getting support right for those communities families, groups and individuals we know are being hardest hit.





COVID-19

It is becoming clear that the impact of Covid-19 on mental health and wellbeing will be felt for years to come and the ramifications are likely to be pervasive and long-lasting.

More people are now in contact with mental health services than ever previously recorded.

The potential for mental health problems during or after an acute Covid-19 infection, especially for people with "long Covid" is also becoming increasingly clear. We must pay close attention to how these symptoms progress in people experiencing them so we can adapt and develop our offer to provide the best possible support.

In light of what we know so far, supporting existing and building new partnership working between mental and physical health services will continue to be critically important if we are to achieve 'parity of esteem'.



STIGMA AND MICONCEPTIONS

Unfortunately, not everyone understands mental health problems. Some people may have misconceptions about what certain diagnoses mean. They may use dismissive, offensive or hurtful language

Stigma can form a barrier to people seeking support and help with their mental health needs and can make mental health problems worse.

We will combat stigma by:

- Supporting campaigns that tackle stigma such as Shining a Light on Suicide, and Time to Change
- Develop approaches to challenge nimby attitudes as they impact upon existing schemes and when developing new schemes and provision within the borough
- Providing reliable information so that people can understand their own mental health more fully and understand what certain terms and diagnoses mean
- Promoting the right of people to be fully involved in their care and support
- Ensuring that people can access advocates if they want their support
- Ensuring that people know their rights
- Listening to the experience and stories of people who experience mental health challenges and ensuring these influence the ongoing review and redesign of Trafford's offer to its population.



MENTAL HEALTH TRANSFORMATION IN TRAFFORD

To deliver the Trafford Together Locality Plan, Trafford Council and NHS Trafford CCG have embarked on an ambitious joint transformation programme to improve outcomes for Trafford residents who are experiencing mental health issues.

The programme consists of 3 key elements:

- A new integrated Mental Health Strategy for Trafford using the All Age Thrive Framework to redesign and refocus mental health services
- A review of social work within integrated community mental health teams (Social Work for Better Mental Health)
- A review of the existing s75 Partnership Agreement between GMMH and the Council



THE NHS LONG TERM PLAN FOR MENTAL HEALTH 2019-2024

The NHS Long Term Plan makes a renewed commitment to improve and widen access to care for children and adults needing mental health support.

The NHS Long Term Plan aims to deliver the fastest expansion in mental health services in the NHS's history, with thousands more adults being able to access talking therapies (IAPT) for common disorders and better support being offered to children and young people. (As highlighted earlier in this interim strategy, the needs of children will be addressed in the definitive all age strategy by April 2022).

It will also improve how the NHS treats people with severe mental illnesses, including during crisis, and will ensure more mothers experiencing severe mental health issues get the treatment they need — with their partners being offered mental health support for the first time too.

This one year strategy will lay the groundwork for the delivery of the NHS Long Term Plan via Trafford's Locality Plan and this integrated Mental Health & Wellbeing Strategy running through until 2024.

The NHS Plan can only be delivered by an integrated health and care system and will need the support of our colleagues and partners across the statutory, voluntary and private sectors as well as our communities and citizens.



THE NHS LONG TERM PLAN FOR MENTAL HEALTH 2019-2024

The NHS Long Term Plan for Mental Health strongly reaffirms the importance of achieving parity of esteem between mental and physical health and clearly focusses, for the first time, on severe mental illness. The plan aims to:

- Transform mental health care so that more people can access treatment by increasing funding nationally at a faster rate than the overall NHS budget and by at least £2.3bn a year by 2023/24
- Make it easier and quicker for people of all ages to receive mental health crisis care, around the clock, 365 days a year, using NHS 111
- Expand specialist mental health care for mothers during and following pregnancy, with mental health assessments offered to partners so they can be signposted to services for support if they need it
- Expand services, including through schools and colleges, so that an extra 345,000 children and young people aged 0-25 can get support when they need it, in ways that work better for them
- Continue to develop services in the community and hospitals, including talking therapies and mental health liaison teams, to provide the right level of care for hundreds of thousands more people with common or severe mental illnesses.

What we know is that this plan cannot be achieved in isolation from the wider range of social care, voluntary, community and private initiatives that can reduce demand and help prevent mental health crises and ill health. If we are to achieve the Long Term Plan's ambitions we will need to be imaginative and collaborative to maximise the impact of our resources.



What does mental health and wellbeing look like in Trafford?

How many people in Trafford are affected by mental health problems?

- More than 1 in 10 adults (14.8%) are on GP registers for depression and recent trends suggest that the number of existing cases (prevalence) of depression in Trafford is increasing. Trafford has the second highest prevalence of depression amongst its group of similar authorities (Common Mental Health Disorders, 2020)
- In a recent survey to measure the impact of COVID-19, 45% of Trafford residents had high levels of self-reported anxiety compared with 40% for Greater Manchester.
- Approximately 2,291 adults (0.94%) are on a Trafford GP register because they have a severe mental illness
- The suicide rate in Trafford is 8.1 per 100,000 population and is similar (statistically significant) to England average of 10.1 per 100,000. Suicide rates in males (12.6 per 100k) are higher compared with females (4 per 100k)
- Overall, approximately 7500 Trafford citizens (18+) receive support and / or care commissioned by Trafford Council or Trafford CCG due to their mental health or wellbeing. This represents approximately 3% of the borough's population
- There are an additional 5000 children in Trafford who have mental heath disorders.



What does mental health and wellbeing look like in Trafford?

Which groups within Trafford are most at risk from mental health problems?

- Half of all mental health problems have been established by the age of 14, increasing to 75% by the age of 24
- Trauma, poverty, extreme stress, exposure to violence and low social support are some of the factors that increase the risk of developing mental health problems
- There is a 66 percentage point gap in the employment rate between those in contact with secondary mental health services and the overall employment rate. Adults with a serious mental illness in Trafford are almost five times more likely to die early than the general population of England
- 42% of adults with a serious mental illness smoke
- Unfortunately we don't have good proxy indicators of underlying mental health problems, but one we can use is suicide. Trafford
 Council has held a suicide dataset since June 2019 which is updated in real time. Sub-group analysis of the suicide dataset can
 present a picture of groups who are most at risk of mental ill-health. Fortunately, the number of suicides in Trafford are low but
 the results of the analysis should be interpreted with caution.



What does mental health and wellbeing look like in Trafford?

Gender

• Many indicators of mental illness (e.g. hospital admissions for self-harm, prevalence of depression and anxiety) put females at higher risk of mental illness. However, the suicide rate remains higher in males (12.6%) compared with females (4%).

Age

Around 70% of suicides were in under 50 years of age with the highest numbers in 30-34 year age group.



What does mental health and wellbeing look like in Trafford?

Deprivation

• Deprivation was categorised into five quintiles using IMD scores: quintile 1 was the most deprived, 3 was average deprivation and 5 was the least deprived. Hence, the lower the deprivation quintile, the more deprived the population. The highest percentage of suicide were in the least deprived quintile (35%) and the lowest percentage in the average deprivation quintile (10%). There were no visible trends in suicide notifications across deprivation quintiles

Employment status

The highest percentage (38%) of suicides were in the unemployed category.



What does mental health and wellbeing look like in Trafford?

Protective factors

- The most modifiable and important protective factors for mental health and the most important determinants of mental wellbeing lie in the family, the environment, the community and the society we live in
- The average attainment 8 score in Trafford is the highest in the region (57.6 in 2019/20).
- Trafford has a high rate of employment (79.6% in 2019/20 compared to England average of 76.2%); the gap in employment rate between those with a long-term condition and the overall rate is also narrower than average (6.4% compared to 10.6% for England in 2019/20)



We propose 5 broad areas of focus during 2021/2022:

- 1. The development of broad underpinning 'enablers'
- 2. Ensure Trafford's 'core' mental health services community and inpatient are resilient and fit for purpose
- 3. Beginning the reform and redesign of our mental health and wellbeing offer to Trafford's citizens
- 4. Early intervention and preventive approaches
- 5. Reducing mental health inequalities.



1

The development of broad underpinning 'enablers'

The money we spend

We have begun a whole system analysis of the money we spend in Trafford on mental health and wellbeing. We will analyse this spend in terms of where mental health needs originate, where resources are then deployed to meet those needs and how spend does or does not address the inequalities experienced by certain sectors of our population. We believe that by carrying out this work we will be much better placed to maximise the impact resources can have on the mental health and wellbeing of our population.

We will complete this work by October 2021 and are committed to making this information public in support of true partnership working, co-production and shared decision making



1

The development of broad underpinning 'enablers'

Understanding performance

In Trafford we measure lots of different areas of performance. We want to ensure that we bring these measurements together into a coherent and balanced 'scorecard' which will help us understand the mental health and wellbeing of our population and whether the things we are doing are making a positive impact. More than this we are committed to a balanced approach to understanding performance and are particularly interested in ensuring that stories and case studies inform the development of our strategy and services.

We will complete stage one – the bringing together of existing data sets and measures of performance and the evaluation of gaps - of our performance review by July 2021.



1

The development of broad underpinning 'enablers'

Engaging our citizens

The people best placed to tell us what works are our citizens, the people using our services and the communities we serve. Effective participation should be a natural part of the way we work. Engagement, both community and individual is central to public mental health. The former is about building on assets and involving communities in framing the issues and the solutions, the latter with developing individual strengths and resilience. To that end we are committed to ensuring effective engagement and in particular to ensuring that co-production is employed to ensure that our strategy truly reflects the needs of our citizens and that the care and support we offer is in line with the THRIVE Framework described earlier in this document.

We will commission a VCSE partner to support Trafford's existing work to structurally embed the voices of our citizens and carry out community and citizen engagement using a variety of mechanisms such as the use of stories to ensure this strategy and resulting changes are co-produced. This arrangement will be in place by April 2021.

We will address the inequalities faced by people not able to access digital communications by establishing a working party tasked with reviewing current arrangements for access to mental health and wellbeing services, the impact of COVID 19 and of social and economic inequalities. This group will report no later than January 2022 for proposals to be implemented as a core element of the integrated mental health and wellbeing strategy from 2022 onwards.



2

Ensure Trafford's 'core' mental health services are resilient and fit for purpose

Our immediate priorities are:

- Reviewing hospital admissions and discharges to understand the reasons for delays
- Implement a new Section 75 agreement between GMMH and Trafford Council
- Complete a review of social work within integrated community mental health teams (Social Work for Better Mental Health)
- Complete a review of care and accommodation in Trafford for people with mental health needs. This will include a review of all out of borough placements
- Ensuring our inpatient and other services are adequately resourced so as to cope with the high levels of demand as a result of the COVID-19 pandemic
- Ensuring recurrent funding for Trafford's Primary Care Mental Health & Wellbeing Service
- Ensuring recurrent funding to maintain Trafford's Home Based Treatment Team at core fidelity
- Complete the waiting list initiative so people waiting for ADHD and ASD assessments and services are helped as quickly as possible
- Agreeing a model for and funding of alternative models of support for those of our citizens who find themselves in a mental health crisis.



3

Begin the reform and redesign of our mental health And wellbeing offer To Trafford's citizens

Our immediate priorities are to:

- Identify a suitable social care resource to support the delivery of this strategic work programme
- Support the development of comprehensive *Long Covid* care and support services in Trafford
- In 2021/2022 we will achieve the nationally mandated performance targets for the provision of physical health checks for people with severe mental illness
- Begin the planning of an integrated locality-based model of primary and community mental health care to improve community care for adults with severe mental illnesses, and to offer increased support for individuals who self-harm, have comorbid eating disorders, or personality disorder; and a locality-based IAPT offer aligned with primary care, GP mental health workers and VCSE
- Begin developing plans to enhance community support and alternative forms of provision for those with common mental illness or people experiencing crisis
- Provide greater choice and control for people with mental ill health and support them to live well at home and in their communities
- Finalise a social care action plan in order to implement the recommendations of the social care review
- Implement the governance structure to ensure Care Act compliance
- Commission a specialist older people's residential and nursing resource to meet the complex needs of older people including those with dementia



4

Early intervention and preventive approaches (wider determinants of health)

Our approach will be:

- To focus on the positive. Promoting mental wellbeing moves the focus away from illness and is central to an individual's resilience, social purpose, autonomy and ability to make life choices
- To focus on the wider social, economic, cultural and environmental determinants of mental health.
- To take a life course approach personal risk and protective factors are determined in early childhood, primarily in the context of family relationships.
- To take a truly multidisciplinary and inter-sectoral approach as no one discipline has all the knowledge or power to effect the required level of change across the system.

Our immediate priorities are:

- Wellbeing at work
- 5 ways to wellbeing
- Social prescribing
- Supporting access to greenspaces for all
- Self-help
- Audit the effectiveness of Local Authority and CCG employee welfare approaches and support employers in Trafford to best support the mental health and wellbeing of their workforce
- Strengthen the JSNA in terms of mental health inequalities



5

Reduce mental health inequalities

- The pandemic has intensified existing inequalities and Trafford is determined to improve wellbeing as we emerge from this, through a system-wide approach to mental health equality
- We recognise that some people and communities are at much greater risk of worsened mental health: those living in poverty, poor quality housing or with precarious or no common employment; those living with an existing mental health problem, including addiction to drugs, alcohol or gambling; older people who are more likely be bereaved by Covid-19 and may be at greater risk of social isolation; women and children exposed to violence and trauma at home; people with longterm health conditions; and people from BAME communities where prevalence of Covid-19 is higher and outcomes are worse
- We will take an innovative, system-wide approach to addressing mental health inequalities at their root causes in Trafford
- We will embed a proportionate universalism approach which addresses whole population mental wellbeing promotion and provides additional support for high risk groups
- We will work with partners across the system, building on our innovative unity hub approach to wellbeing which focuses on early intervention.



GOVERNANCE & REPORTING

The TIMHRG reports to Trafford's *Living Well At Home* redesign group using a highlight report which has been established to capture and report on the priorities listed within this strategy.

We will ensure this report is comprehensive across health, care and public health domains by June 2021.

The highlight report will be available for scrutiny by all partners in the interest of coproduction and accountability.

Living Well at Home

Trafford Integrated Mental Health Transformation Steering Group

Highlight report w.c. 11/04/2021

This period RAG status

CCG workforce capacity impacting on progression

Impact of Covid on provider capacity and prioritisation



















GLOSSARY & REFERENCES

ACRONYM	EXPLANATION
ADHD	Attention Deficit Hyperactivity Disorder
ASD	Autism Spectrum Disorder
ED	Emergency Department
GMMH	Greater Manchester Mental Health NHS Foundation Trust
IAPT	Improving Access to Psychological Therapies
IMD	Indices of Deprivation
MFT	Manchester University NHS Foundation Trust
TCCG	Trafford Clinical Commissioning Group
TMBC	Trafford Metropolitan Borough Council
VCSE	Voluntary, Community & Social Enterprise



GLOSSARY & REFERENCES

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