

Project Brief BAME Mental Health Champions



Programme / workstream	Engagement and Inclusion	Document Name	BAME Mental Health Champions (working title)
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BACKGROUND

NHS Salford Clinical Commissioning Group

NHS Salford Clinical Commissioning Group is the organisation responsible for planning, buying and monitoring health and social care for Salford residents. It is made up of local GPs who, with support of other healthcare colleagues, decide how to spend the NHS budget on health services for Salford. This includes hospital, mental health services, prescription medicines and community health services such as district nurses and physiotherapy.

One of the priorities of the CCG is to engage citizens and communities in the development and review of local health and care services. The CCG believes that true engagement embraces the skills and assets of the local community and takes a coproduction approach to engagement work. This includes working with communities to develop solutions together that reach those who are most often marginalised or excluded and help to reduce inequalities.

Open Doors Project

In 2016, the CCG launched a 12 month innovations project (Open Doors). The project aimed to test a different model for engaging with BAME communities. Evidence suggests that barriers to accessing health and care support include lack of understanding of services available and how to access them. Furthermore, feedback from BAME communities in Salford tells us that some citizens prefer to engage with known and trusted BAME officers in their community as opposed to NHS professionals.

The project aimed to address these gaps by developing a group of BAME Ambassadors involved in a 12 month health and care awareness programme. The ambassadors received information on a range of subjects relevant to the BAME community and based on current inequalities including dementia, mental health and diabetes. The role of the ambassadors was to cascade this information to their respective communities and help 'bridge the gap' between communities and services.

The project successfully brought together a diverse group who met for 12 months and completed the programme <https://www.youtube.com/watch?v=Rn5MjUblj0>.

The programme has now come to an end. However, learning from the pilot told us that to encourage people to be involved, the CCG needs to focus on themes that are a priority for the community (not just the NHS). Feedback from the BAME Ambassadors and extensive research in Salford (Ref to BAME reports) highlights mental health as a key priority for BAME communities.

Development of Salford BAME Mental Health Champions who will help bridge the gap between communities and services and encourage citizens to seek help when they need it most.

SCOPE

The BAME Mental Health Champions will be people living or working in Salford who have established links with BAME communities and are known and trusted. Champions will have an interest and passion in mental health and an understanding of the needs of BAME communities. Champions will represent a diverse mix of BAME communities and will include representation from Salford's five neighbourhoods.

Themes for discussion/inclusion will be aligned to NHS Salford's Mental Health strategy, Start Well, Live Well, Age Well plans, prevention campaigns and findings from the Salford BAME reports.

Champions will also act as 'expert advisors' to Salford CCG on a range of subjects.

The Lead Officer at Salford CCG will be Lindsay Brook (engagement lead for mental health).

METHOD OF APPROACH AND OBJECTIVES

The CCG want to adopt an asset based community development approach which harnesses the skills of individuals and supports them to feel empowered and in control and helps reduce inequalities. This should include;

- Accredited mental health first aid training.
- Appropriate coaching and mentoring.
- Development and facilitation of BAME group enabling citizens to come together and benefit from each other's knowledge and experience.
- Meeting in a community venue with food, refreshments and out of pocket expenses available.
- Mental health support to champions to be aware of their own needs (this is part of First Aid training)
- Champions involved in deciding priorities together.
- Champions given opportunities to be part of wider CCG and partners health and wellbeing work.
- Champions involved in establishing evaluation criteria – how will we know this is working?

Objectives of the project are;

- To develop BAME Mental Health Champions across Salford
- To improve the skills and knowledge of Champions in relation to mental health
- To improve confidence and ability of Champions to discuss mental health with communities and signpost to appropriate services and help
- To reduce barriers to accessing mental health support for BAME communities
- To increase knowledge amongst BAME communities of mental health and wellbeing, prevention and support
- Champions involved in wider wellbeing work of CCG including membership of NHS Salford Citizen Panel and attendance at at least one event to highlight their work (July 2019?)

- Exit plan agreed by members and NHS Salford CCG. Where do we go from here?

PROJECT DELIVERABLES AND TIMESCALES

What	When
Group established with diverse representation from 5 neighbourhoods	End of March 2019
Initial meeting	April 2019
Schedule of meeting dates and venues	April 2019
Agreed vision and evaluation with participants and CCG	May 2019
Agreed workshop topics with CCG and participants	May 2019
Accredited first aid training	By end of June 2019
Champions signed up to NHS Salford Citizen Panel	May 2019
Bi monthly progress reports from provider regarding project	Starting April 2019
Mid way review/feedback from the group including case studies	September 2019
12 month review/feedback from the group	March 2020
Agreed exit plan for the group	March 2020
Evaluation report with case studies for success projects	March 2020