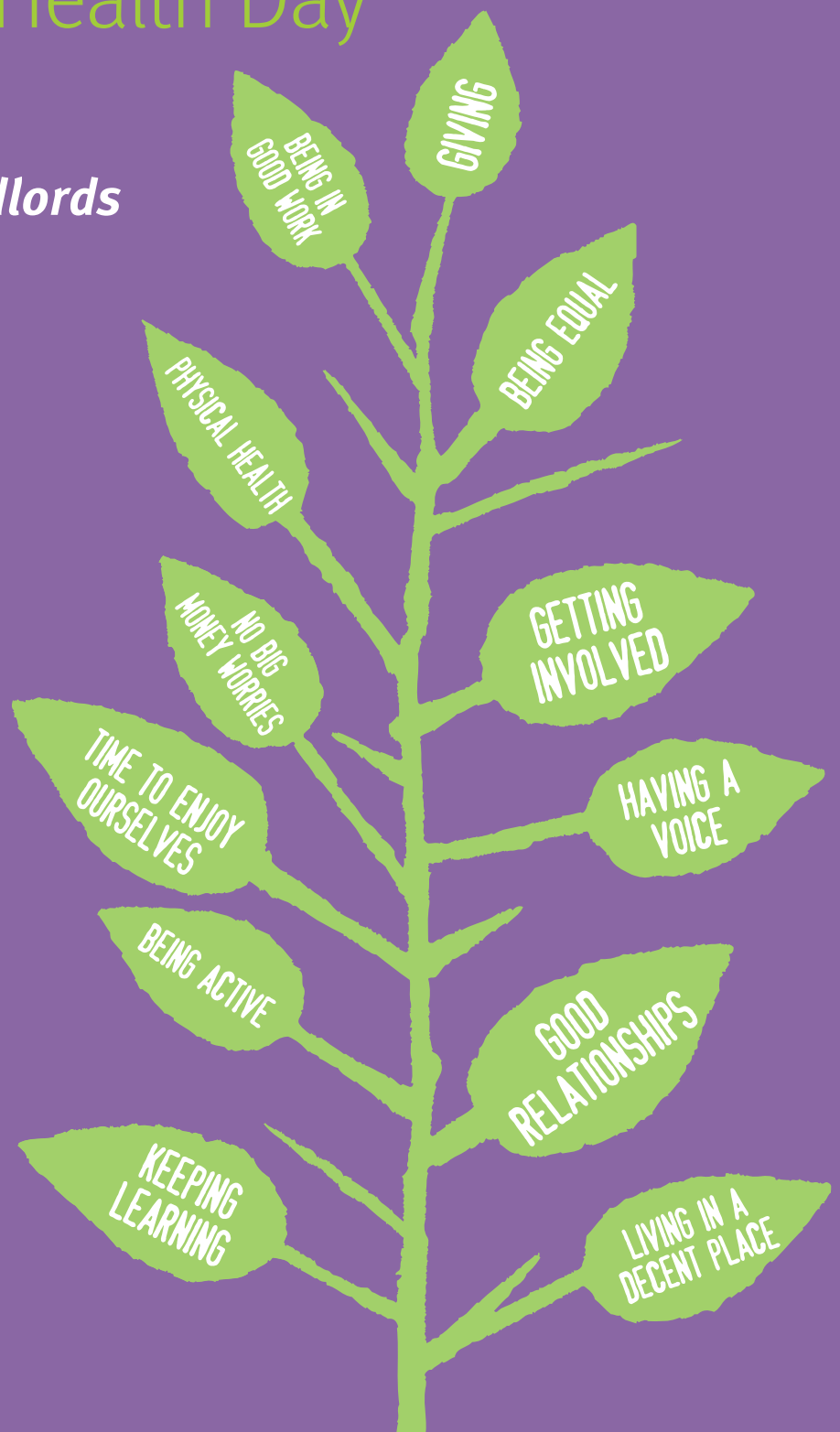




Promoting wellbeing for World Mental Health Day 2012

a guide for social landlords



Supported by



Promoting wellbeing for World Mental Health Day 2012

The purpose of Our Life's Wellbeing Month is to mark World Mental Health Day on 10 October and to raise awareness of the importance of wellbeing.

This pack will give you all of the information you need to participate in Our Life's Wellbeing Month.

Wellbeing adds 7.5 years to life expectancy and is crucial to improving health and quality of life. Our Life, in partnership with seven housing associations has developed a number of recommendations for housing organisations to improve the wellbeing of residents and communities. You can download the full report, *Seven and a half years: why a focus on wellbeing is vital for social landlords*, from our website.

Participating in Wellbeing Month is a great way to learn more about wellbeing and talk to your residents about how to improve their own wellbeing.

“Wellbeing adds 7.5 years to life expectancy and is crucial to improving health and quality of life. That’s why a focus on wellbeing is vital for social landlords”

Report published by Our Life in partnership with Social Landlords in the North West, 2012

**find out more about Wellbeing Month 2012:
www.ourlife.org.uk/wellbeingmonth**

Our Life's recent report, which was published jointly with First Choice Homes, Halton Housing Trust, In Communities, Symphony Housing, Plus Dane, Stafford & Rural and Regenda.



What's the idea behind it?

The idea is to use Our Life's 'A Fair Deal for Wellbeing?' Discussion Kit to have conversations amongst your staff and communities about wellbeing.

The suggestion – is that you use the Discussion Kit initially amongst your staff to familiarise yourselves with the Kit and decide how to use it in your communities.

The ask – is then for your staff to use the Discussion Kit with your residents and community groups throughout the month of October to create and spread community conversations about wellbeing and create community actions.

The reason – The Discussion Kit will help you to champion wellbeing, make plans on how to enhance wellbeing and to engage more with your customers to help them take more control.

The Kit – can be downloaded and printed in either colour or black and white from the link below. We recommend that you try and print it on thick paper or a thin card.

www.ourlife.org.uk/ourlife/en/what-we-offer/why-engage/a-fair-deal-for-wellbeing-discussion-kit/

Alternatively, if you prefer hard copies of the kit, they can be purchased for £7 each (plus VAT & P&P) by contacting Jayne Malone at Our Life on 0161 233 7501 or email jayne.malone@ourlife.org.uk

The Feedback – after you have used the kit with your staff and residents, all we ask is for you to give us some feedback by completing the survey below. Alternatively you can print the survey at the back of this kit, complete it and post it back to Our Life.

www.surveymonkey.com/s/RTK68PJ

Call us!

If you have any questions please feel free to contact us!

Call Holly Keogh, Marketing and Communications Manager, or Sallie Bridgen Housing Consultant, on **0161 233 7500**

The Process

- 1 Download or buy the Discussion Kit and set a date to use it in your staff team.**
- 2 Use the Discussion Kit in your staff team and then agree which resident and community groups you will use the pack with during Wellbeing Month in October.**
- 3 Tell Our Life what you will be doing so we can keep track, and publicise it.**
- 4 Adapt our Press Release template to send to local media for Mental Health Day – 10 October. You may also want to write to your local Health and Wellbeing Board and MP (please tell us if you do).**
- 5 Use the Discussion Kit during October.**
- 6 Complete our simple feedback survey at the back of this pack so we can publicise the impact of Wellbeing Month 2012 and make Wellbeing Month 2013 even better.**



Links to everything you'll need:

The *Seven and a half years* report:

www.ourlife.org.uk/housingandhealth

Downloadable copy of 'A Fair Deal for Wellbeing?' Discussion Kit (the Discussion Kit can also be purchased from Our Life):

www.ourlife.org.uk/ourlife/en/what-we-offer/why-engage/a-fair-deal-for-wellbeing-discussion-kit/

A draft press release for you to modify and use locally:

www.ourlife.org.uk/silo/files/press-release-for-housing-associations.pdf

The evaluation survey:

www.surveymonkey.com/s/RTK68PJ

More about Wellbeing Month 2012:

www.ourlife.org.uk/wellbeingmonth

If you require any further information, or have any questions, please feel free to contact Holly Keogh or Sallie Bridgen on 0161 233 7500.

Some background information

What is World Mental Health Day?

World Mental Health Day is on 10 October 2012.

World Mental Health Day raises public awareness about mental health issues. The day promotes open discussion of mental disorders, and investments in prevention, promotion and treatment services.

Mental disorders affect nearly 12% of the world's population – about 450 million or one out of every four people around the world will experience a mental illness that would benefit from diagnosis and treatment.

WHO statistics for 2002 showed that 154 million people globally suffered from depression, which is a form of mental illness.

According to WHO, mental health is defined as a state of wellbeing in which people realise their own potential, can cope with normal life stresses, can work productively, and can contribute to their community.

According to MIND, 1 in 4 people will experience a mental health problem in any given year.

Around 300 people out of 1,000 will experience mental health

problems every year in Britain. 230 of these will visit a GP and 102 of these will be diagnosed as having a mental health problem.

Mental Wellbeing Survey

In 2009 a large survey across North West England was carried out. The survey asked 18,500 people about their wellbeing. This was the largest survey ever of its kind in the UK. The Mental Wellbeing Survey was undertaken in a response to a growing need to understand more about the positive mental wellbeing of people in the region. Some findings from the Mental Wellbeing Survey are below:

People living in the most deprived areas were more likely to have low wellbeing.

People who were not satisfied with their area as a place to live were more likely to have low wellbeing.

Adults with high wellbeing were more likely to feel able to influence decisions affecting their area.

People with low wellbeing are 3 times more likely to have not spoken to someone outside of their home in the last week.

Adults with above average levels of wellbeing were more likely to feel they belonged to their neighbourhood and feel they can influence decisions affecting their local area.

Those with above average levels of mental wellbeing were more than twice as likely as those with below average levels of mental wellbeing to say that they felt safe outside after dark (46% to 23%).

The 2009 Mental Wellbeing survey highlighted that individuals can benefit from being aware of what will improve their wellbeing, therefore in response to these survey findings, Our Life produced 'A Fair Deal for Wellbeing?' Discussion Kit to aid conversations and raise awareness.

Full results of the Mental Wellbeing Survey 2009 can be found at www.nwph.net/nwpho/NorthWestMentalWellbeingSurvey.pdf

The Mental Wellbeing Survey will be repeated and the results are due to be published in March 2013. The survey will include specific questions on housing.

The Five Ways to Wellbeing

The Five Ways to Wellbeing (developed by the New Economics Foundation) is a set of five simple actions which can improve wellbeing in everyday life. The Five Ways to Wellbeing is recognised widely by public health and health commissioners, and is the approach used in the Mental Wellbeing Survey.

The Five Ways to Wellbeing are as follows:

Connect...

With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Be active...

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.

Give...

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

Take notice...

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Keep learning...

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Background on the Discussion Kit

The ‘A Fair Deal For Wellbeing?’ Discussion Kit was launched in September 2010 and has been designed to get people thinking more about their wellbeing or that of their community and to consider what action could be taken to improve it in their area. We are encouraging housing associations to run Discussion Kit workshops with their staff and residents throughout the month of October.

Developed by Our Life in partnership with NHS North West, the North West Public Health Observatory, NHS Cumbria and NHS Liverpool, ‘A Fair Deal for Wellbeing?’ enables small groups of citizens to organise their own discussion about this complex issue. Through the use of a set of cards, groups can consider a range of opinions before suggesting what they think is the best course of action.

The kit can be used in groups of up to 10 people or as few as three and allows people to lead their own deliberative processes in whichever venue they like, with whoever they want to.

The discussion kit has been designed so that more people can find out about the results of the Mental Wellbeing Survey 2009. The Kit also addresses the challenge of discussing wellbeing with residents and this was highlighted in a piece of research Our Life conducted for housing associations ‘Seven and a half years.’ (www.ourlife.org.uk/housingandhealth)



How to use the Kit



The 'A Fair Deal for Wellbeing?' Discussion Kit is made up of four main sections – an instruction booklet, a set of story cards, a set of influencer cards and a planning grid. Once you've got hold of the kit, this is what we recommend you do next:

- **Find a group you would like to use the kit with (your staff or residents).**
- **The kit does not need a trained facilitator to lead it. However, it is useful if someone in the group takes on the role of the 'dealer'. It is best if the 'dealer' looks through the kit before the group gets together (this will take only 5-10 minutes).**
- **Use it!**
- **If you can, tell others about it so we end up with thousands of conversations about wellbeing taking place all over the country.**

What people say about the Kit

Here's some feedback from people who have recently used the 'A Fair Deal for Wellbeing?' Discussion Kit:

"It's a new approach to engaging people"

"Very interactive, promotes good discussion"

"Great kit for people to feel listened to"

"Something practical that can be put into use almost immediately, something that is not fancy or expensive but can achieve an outcome"

"The kit is adaptable and can be used with staff, volunteers, service users"

Our Life

Our Life is a leader in engagement and empowerment services and our mission is to improve wellbeing and empower communities.

We are people-focused and passionate about empowering citizens and communities to make a real difference. We specialise in creating a dialogue between people and decision makers, empowering them to work together and giving them the skills and confidence to influence and deliver change.

Phone: 0161 233 7500

Email: info@ourlife.org.uk

Web: www.ourlife.org.uk

Twitter: [@OurLifeNW](https://twitter.com/OurLifeNW)

SURVEY: Wellbeing Discussion Kit Your feedback from wellbeing month

The 'A Fair Deal for Wellbeing?' Discussion Kit has been developed to get people thinking more about wellbeing and in doing so to also take action to improve it in their local area. This survey has been designed to capture your experience of using the kit in practice with your staff and residents. Many thanks in advance for taking the time to share your experience.

1. Please give us your contact details:

Your Name

Organisation name

Job

E-mail address

Contact telephone number

2. Who did you use discussion kit with? (please circle relevant answer)

- Staff
 - Residents
 - Staff and residents
 - Other (please specify)
-

3. In which area(s) did you use the discussion kit? (You can circle more than one option)

- Greater Manchester
 - Merseyside
 - Cheshire
 - Lancashire
 - Cumbria
 - Other (please specify)
-

4. How many people used the discussion kit?

- 1-5
- 6-10
- 11-20
- 21-30
- 31+

5. How many times have you used the discussion kit?

- Once
- Twice
- Three times
- Four times
- Five times
- More than five times

6. Do you feel that you or your staff or your residents know more about the five ways to wellbeing now that you have used the discussion kit?

- Yes
- No
- Maybe
- Don't know

7. In your opinion did the discussion kit create effective discussion amongst your staff or residents?

- Yes
- No
- Don't know

If no, why was this?

8. Has using the kit helped your staff or residents to think about action to improve wellbeing in your area?

- Yes
- No
- Don't know

If yes, what action was discussed?

9. Has using the discussion kit made you think about changing your working practices?

- Yes
- No
- Maybe
- Don't know

If yes, what changes might you make?

10. Additional comments

PLEASE RETURN TO:

Our Life, 4th Floor Dale House, 35 Dale Street,
Manchester M1 2HF

or scan and email it to eva.hall@ourlife.org.uk