

# Review of Stay Safe Be Kind 'Looking After Your Mental Health' Resources

## Project Evaluation Report

### 1. Background

1.1. The Stay Safe Be Kind (SSBK) campaign was launched by CWC in March 2020 as a response to the emerging Covid-19 pandemic. The aim of this campaign was to support those most vulnerable (those identified to be Clinically Vulnerable and therefore at the greatest risk of poor outcomes from Covid 19) by facilitating the following offer of support:

- Volunteer shopping service, including a payments team
- Referrals for emergency food parcels
- Medication collection and delivery
- Referrals for both debt and benefit advice
- Health and wellbeing signposting
- Links to volunteer safe and well support to combat loneliness and isolation
- Social care assistance

1.2. Alongside this campaign, the SSBK website was launched which was intended as a single point for any information requirements that people had during lockdown and to provide an overview of the current guidance. This site included the following information:

- Current guidance for those shielding and social distancing, updated alongside changes in national guidance
- Local testing arrangements for eligible groups, once testing was widely available
- Local vaccination offer, once the vaccination offer had commenced

1.3 One of the areas of the website was specifically around 'Looking after your mental health and wellbeing' which was established as a directory of resources and signposting to services of support for those experiencing mental health difficulties. It was also a resource for those concerned about the mental health and wellbeing of others during a period of a sudden and significant change to how people lived and worked. This section of the website contained the following information:

- Are you experiencing mental distress and need urgent support? This signposted to support services that can be accessed by those in distress requiring urgent support.
- Are you concerned about your mental wellbeing?
- Are you feeling lonely?
- Taking care of your mental health and wellbeing
- Do you have worries about money?
- Are you worried about housing?
- What else you can do to look after your mental health and wellbeing

- Coronavirus and those affected by Dementia

The website was developed in April 2020 and was refreshed on two occasions to reflect the most up to date guidance and any changes in local service provision.

1.4 Whilst the support was primarily digital, a number of special paper supplements were produced in April, May and June 2020 and disseminated to clinically extremely vulnerable individuals in food parcels. This was intended to reach those deemed to be digitally excluded: those who do not have the skills to access information online, or those who do not have access to a device that enables them to access online information.

## 2. Better Mental Health Fund- Project proposal

2.1 As part of the Better Mental Health fund bid submitted to the Office for Health Improvement and Disparities, it was proposed to undertake a review of the Stay Safe Be Kind resources on mental health and wellbeing. The two aspects of this proposal were:

- To review the current digital offer with local people including, where possible, those with lived experience and those with sensory needs
- To develop non-digital resources to reach those who are considered to be digitally excluded

1.1 A working group was established to oversee this work with representation from the voluntary sector, Public Health Team and the Equalities and Diversity Team (EDI) from the City Council.

It was proposed by this group to undertake some engagement work with organisations that represent different community groups in Wolverhampton, including those with lived experience of mental health disorders to gather feedback on the resources featured on the website.

1.2 Whilst there is an Experts by Experience group being developed locally, the group is still in the process of being formed. Therefore a number of local organisations were contacted by the EDI team to take part in some engagement sessions. The aim of the engagement sessions was to gain feedback on the website and to seek views from the community through organisations who work with those who may have lived experience on the current website and to take recommendations on how it can be developed further.

A summary of the Engagement Sessions is presented below:

<p><b>Session 1</b> Wolverhampton Equality and Diversity Partnership (WEDP)</p>	<p>The website has a corporate feel and has a lot of words/ narrative which not everyone wants to or has the time to read, particularly if they are distressed. It would be helpful if there were more text boxes with key information that 'jumped out' at readers. Take care to make sure we don't use any acronyms in the site- consider the community who the resources are targeted at. Could the content be sectioned up to look at how we support the needs of those from the protected characteristics? Taking account of all equality groups to make this information more inclusive.</p>
---	--

	<p>Less is more- perhaps we can look at reducing the amount of text and stick to key salient points.</p> <p>Suggestion for short videos from key partner organisations e.g. The Sanctuary Hub with subtitles that explain what they do as an alternative to reading through information.</p> <p>Recommendation that the site be made more visually appealing, and make use of colour.</p> <p>More details of what support is available for people living in different parts of Wolverhampton.</p>
<p><b>Session 2</b> POWHER</p>	<p>It was felt that the key information is lost in the text.</p> <p>Suggested that there are key headings followed by links/ contact numbers.</p> <p>Different sections could be given headers in different colours.</p> <p>It is felt that someone experiencing anxiety would struggle to find the information they need amongst the text.</p> <p>Would it be possible to use a video from each service describing what they offer and how the service can be accessed?</p> <p>Can we include a video/ story of someone using the services and how they were supported by the service?</p> <p>Consider presenting the information on the services available as preventative, universal, specialist and targeted.</p> <p>Ensure there is, as a minimum, a brief service description, email, website and phone number for the services. Specify the timescales within which people can expect a response from the service.</p> <p>Remember that not everyone will want to make a phone call to a service, so perhaps explain how people can access the service via social media.</p> <p>Consider the use of symbols to amplify key messages.</p> <p>Highlight services that can be accessed within particular localities of the city.</p>
<p><b>Session 3</b> Aspiring Futures CIC and Women of Wolverhampton</p>	<p>Geeta and Sofia had received a link to the website and reviewed the content ahead of the session.</p> <p>Geeta commented that the site followed a medical model and that the focus was on those who were experiencing distress or a problem with their mental health and wellbeing.</p> <p>It would help to have a parity of advice and guidance on how to proactively prevent poor mental health. Where there is reference to services that can help, it was suggested that there are key headings about the service followed by links/ contact numbers.</p> <p>Can the site be made visually appealing by the use of headers in different coloured text highlights?</p> <p>It was commented that someone in distress e.g. someone experiencing anxiety would find it challenging to find the information they need amongst the extensive narrative.</p> <p>A suggestion was made to use a short video from each service describing how they can help. This can make the service 'real' and personal.</p> <p>Can we include a video/ story of someone using the services and how they were supported by the service?</p> <p>Sofia commented that the purpose of the site was not clear, is this intended as a directory? If so, there are many services that are currently not referred to.</p>

	<p>Consider presenting the information on the services available as preventative, universal, specialist and targeted.</p> <p>Ensure there is, as a minimum, a brief service description, email, website and phone number for the services. Specify the timescales within which people can expect a response from the service.</p> <p>Remember that not everyone will want to make a phone call to a service, so perhaps explain how people can access the service via social media.</p> <p>Consider the use of symbols to amplify key messages.</p> <p>Highlight services that can be accessed within particular localities of the city perhaps by postcode?</p>
<p><b>Session 4</b> The Haven</p>	<p>Popinder had reviewed the website prior to the engagement session and provided some feedback.</p> <p>The information had been cascaded to staff during the first days of lockdown and all staff members of staff had been signposted towards the resource.</p> <p>The content was informative and detailed, perhaps more for a professional audience.</p> <p>The site was detailed and focussed on the guidance in place at the time e.g. shielding /social distancing.</p> <p>It was helpful that links to information were included in the narrative and minimised the need to access other sites.</p> <p>Some recommendations on the site were given: To differentiate the content for different audiences e.g for managers to use with staff or for the public.</p>

Attendees were advised to engage with those that they work with and bring a collective view and feedback to the engagement session.

1.3 Following these engagement sessions the feedback was collated and discussed at the Task and Finish Group to consider next steps. These were agreed as following:

- To make amendments to the webpage to reflect the feedback, in particular to review the content and where possible to simplify the narrative so there is a focus on key messages
- To produce a set of paper based resources based on the updated content to be accessible for those who are digitally excluded, and within these to share information on services that can be accessed without a need for referral. This work was taken forward with the CWC Design Team.
- To understand what the service offer is for people for whom English is not a first language or where the individual has sensory needs

#### 1.4 Progress and Next Steps

The tables below describe the progress to date against these actions and the next steps proposed as this area of work progresses.

Area	Progress made	Next Steps
Update of Looking after your mental wellbeing section of Stay Safe Be Kind website	Reduction in narrative so that the website gave a more succinct message on what support was available and how to access the support.	To continue to monitor and update the site with updates, in particular reflect changes in services or service contact details.

Area	Progress made	Next Steps
Paper- based/ non digital resource	<p>Paper-based resources based on the refreshed website, and those involved in the Engagement work were invited to comment and inform their design and development.</p> <p>These resources were then disseminated across key contact points across the city including community centres, libraries, food banks during Mental Health Awareness Week in May 2022.</p> <p>The resources were made available to members of the public during the Mental Health Awareness week campaign in the city centre. During the three day period a total of 142 individuals were spoken to and given SSBK leaflets.</p>	Stock of leaflets available to be distributed at future events and during future campaign work.

Area	Progress made	Next Steps
To understand what the service offer is for people for whom English is not a first language or where the individual has sensory needs	Work is being undertaken with local services to articulate the offer of support for people with visual or hearing impairments and those who do not speak English as a first language. A brief audit has been undertaken that has highlighted service areas that cannot currently be routinely accessed by those who do not speak English.	To feed the findings of this work into the development work for the new Mental Health and Wellbeing Strategy.

## 6. Recommendations

The following recommendations are made in respect of the future direction of this work:

1. To continue to refresh the 'Looking after your mental health' section of the Stay Safe Be Kind website with relevant updates, including updates on any changes in services
2. To monitor the number of unique visits to the Stay Safe Be Kind website. Whilst this number of visits does not specify the number of people visiting the 'Looking after your mental health' section of the website, the overall trend of activity will indicate how access to the site increases or decreases over time.
3. To integrate the 'Looking after your mental health' resources with the Better Mental Health Fund microsite, so this can serve as a single point of access to resources relevant to all projects within the scope of the Better Mental Health Fund.
4. To continue to scope access to services for those with sensory needs and those who do not speak English as a first language and to work with the commissioning leads for those services to recognise any areas of unmet need. This is currently being worked upon with a joint working group with representation from CWC Public Health and the CCG and will be further considered as part of the local mental health and wellbeing needs assessment.