



**Integrated
Care System**
Shropshire, Telford and Wrekin

NHS

Shropshire, Telford
and Wrekin



Healthier Minds Festival Evaluation Report

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Background

During the October 2021 STWCCG Assuring Involvement Committee it was identified that further engagement with BAME communities was necessary to gather information around how communities deal with mental health. As a result of these discussions, key members of the STWCCG Commissioning Team have been collaborating with a valued member of the committee (Sherrel Fikeis) to commence engagement with local diverse communities.

One of our first engagement activities was undertaken in November 2021 to visit the 'One Voice' group which is a Caribbean group in Telford and Wrekin, to share the new Dementia Vision for Shropshire, Telford and Wrekin.

This was followed by a visit to the Gudwara Temple in Oakengates in Telford during January 2022, where we spoke to a small group of women around accessing support for mental health.

What we learned

These visits were so enlightening and inspired the STWCCG to deliver a much bigger event where more communities could come together to share experiences around accessing mental health services and support.

Many of them were unaware of what support was available and where to go to access it and it was apparent that there were some cultural barriers within the community which make accessing mental health support a real challenge.

And so the healthier minds festival planning commenced by members of the ICS Communications, CCG Commissioning and Community Leaders.



Aims of the event

The main aim of the event was clear from the very beginning, to gather intelligence in order to improve experiences and outcomes of care for Black, Asian and Minority Ethnic (BAME) patients in mental health services, interact with members of the community in a very open manner and find out more about their different needs and service development gaps.

Other objectives of this event were to:

- Promote and raise awareness of mental health and local mental health services
- Provide communities an opportunity to see/learn about what is on offer locally
- Create opportunities for members of the community to talk with us and to share their views about mental health services
- Increase partnership working with other local organisations
- Develop relationships with wider communities to enable ongoing future involvement to ensure communities have a mechanism to share their views
- To provide community leaders with an opportunity to network with services, a chance to invite services to their locations and to share additional information to help specific communities issues
- Stallholders and services will also have the opportunity to meet the communities they serve and discuss with communities what's working well and reasons why community members might be concerned to be in contact
- Building community confidence in the NHS



Discussions and Themes

depression anxiety
madness low unwell
exercise mental health crazy stupid
Important feelings
bad isolation trauma sad
worries pressure thoughts

Mental health

- Good
- Bad
- Strong
- Weak
- Damaged

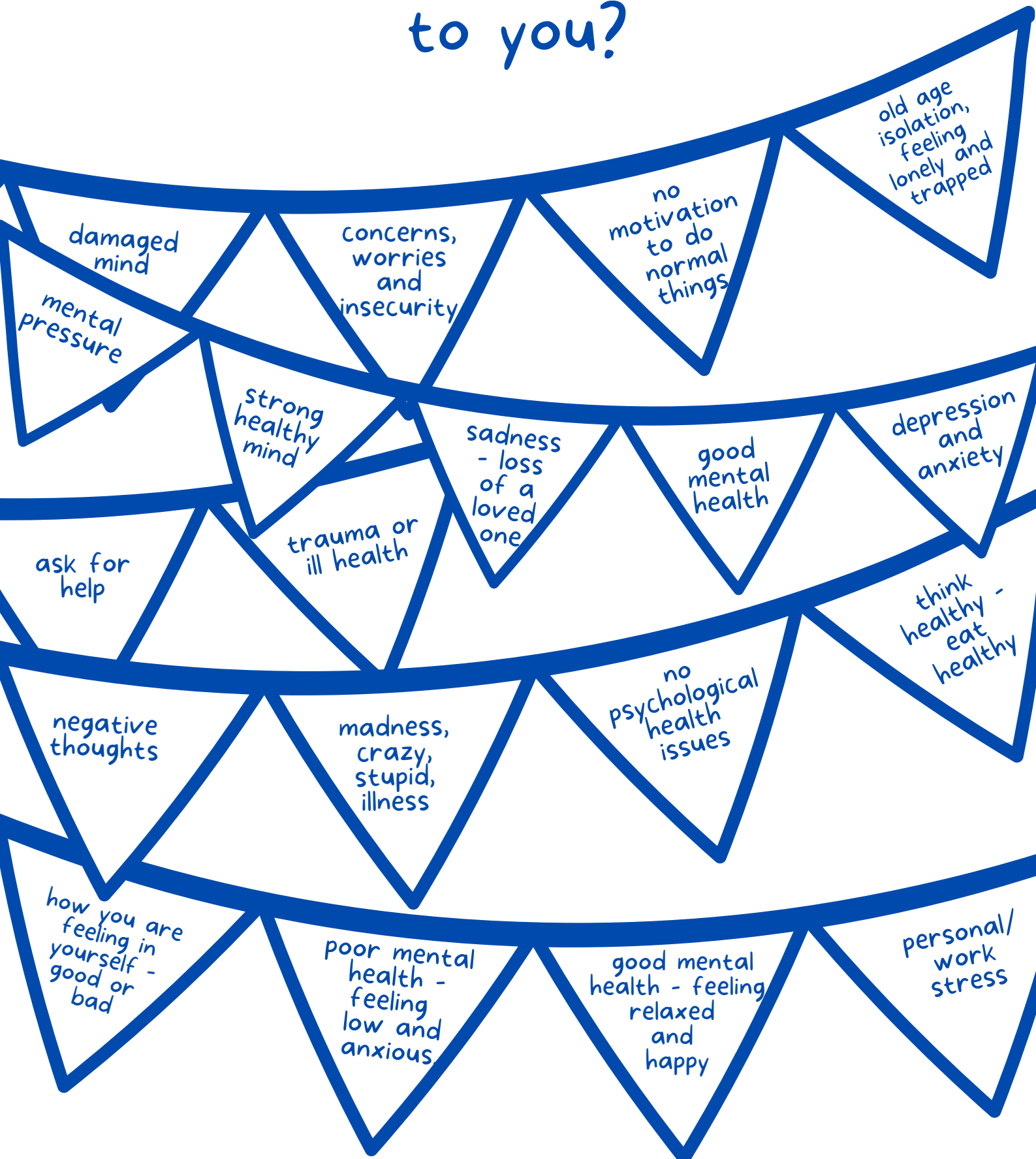
Physical health

- Exercise
- Diet

Feelings

- Loss
- Isolation
- Anxiety
- Trapped
- Stress
- Trauma
- Negativity
- Stigma
- Worry

What does mental health/healthier minds mean to you?





We then asked

How does your group/community feel about mental health/healthier mind/psychological health? Is it something you discuss or is it a taboo?

Stereotype Not talked about
Fear **Taboo** pressure
mask issues uncomfortable Not socially acceptable

OK to talk about

What do you do if you think you need help and support with your feelings and emotions?

Religion / prayer

Community / peer support

Physical activity

Get on with it / ignore it



Do you know where you go to get support for your feelings, emotions or tensions and do you know how to contact relevant services?

don't know who can help

No

language barrier

difficult to know where to go

rely on myself

trusted friend

GP

family

Have you ever used any services like the ones here today to support you?

These are some of the responses we received:

- No, tried but was on the waiting list for 8 months
- No, don't have the confidence to call the number when the GP gives it to me
- Spiritual guidance
- GP
- Telford Mind



If you have used similar services, what do you think of them and is there anything that would make them better for you and your community?

These are some of the responses we received:

- Good service from Telford MIND
- Spiritual guidance counselling
- Went to GP but gave me medication and I didn't want that I wanted support

What would make it easier for you or your community to get help from some of services here today if you needed them?

more information in communities

increased awareness

peer support from own culture/religion

3rd sector

NHS community outreach

information in different languages



Is there anything which stops you or your community from getting help and support i.e. cultural barriers or lack of knowledge/information?

lack of knowledge of NHS offer

language barrier

cultural barriers

privacy

stigma/fear

shame



Feedback from the event from stallholders and community leaders

Here are some of the comments we have received
back following the event.





Thoughts on the event/planning/venue

great venue/location

vibrant/welcoming atmosphere

well organised

excellent food

enjoyable

Thoughts on the networking / engaging opportunities

Discussing opportunities to collaborate on projects

Talking to other stakeholders about their service and establishing ways we could best work together in the future

Good to understand the concerns and experiences of seldom heard groups

Making connections for our volunteers team with several organisations as well as individuals at the event

Finding out where people are and who is doing what is always useful, and meeting colleagues from other organisation in the flesh was really positive!



Taster session feedback

- The Chinese Fan Dance was good to watch as it was something I could enjoy from my stand
- I learned how to use a defibrillator which I now feel confident to use should the need arise
- Loved the Tai Chi demonstration and the poetry recital
- The pilates taster was good, I enjoyed it.

What they would like to see next happen next

- Learning more about faith groups within the area
- More cultural events
- Deliver similar events with maybe a lead towards the older generation to promote health well being and sense of community
- Learn more about their culture and religion and what living in Shropshire, Telford and Wrekin means to them
- A similar event on an appropriate topic – suggest cancer screening or diabetes as these are both high profile campaigns with real concerns around health inequalities and health literacy
- How services interact with Children and Young People



Things to consider for next time:

- Explore VIP invites (reserve parking space and cake)
- Source additional parking for the day
- Look at delivering future events in the evening or weekend to ensure more people have the opportunity to attend
- From a service provider point of view it's quite a challenge to attend an event such as this all day if staff capacity is short – Maybe shorter more regular events

Recommendations:

- That we continue community engagement and that this is not just a one-off event to raise awareness of mental health
- Further bespoke sessions are planned and delivered in diverse communities to combat the stigma of mental health
- Future sessions to include a panel of GP's or Mental Health Practitioners to provide support and information around mental health
- We continue to build relationships with the community leaders and ensure there is a two-way mechanism for feeding back
- Facilitate outreach clinics in a range of community settings
- Review information available in a variety of formats e.g. leaflets, online platforms
- Ensuring that information is made available in a variety of languages



Planning with Community Leaders and Stakeholders

Key stakeholders from across the system came together to discuss and agree where the event should take place and to start to build up a contact list of organisations to invite to be stallholders and communities who we would like to attend.

Through connections into the Gurdwara, The Telford Cultural and Leisure Centre in Hadley was offered to us to use, which is a honour as this is the first time they have given permission for it to be used outside of their community. It was a great choice of venue being close to the Gurdwara temple, a community centre, a range of local shops and a place of worship.

As part of the planning a number of community leaders and groups were contacted to join the planning of the event and these included:

- 'One Voice' – Caribbean community
- The Chinese Cultural Centre
- The Gurdwara
- The Interfaith Council

After engaging with communities, a programme for the day was developed and it was agreed that the event would be an informal, market stall approach so that communities could arrive and leave as they please with no pressure to stay. They could meander around the information stalls at their own leisure.

The event would start at 10am and finish at 5pm, so that it would be open for communities after the school run. The day would also include some music, arts and dance performed during the event delivered by local groups. There would be a range of information stands which related to mental health services and general wellbeing and several translators who could speak different languages would be at hand to help us capture those conversations with communities. The Gurdwara community agreed to produce a vegetarian lunch for the event which would be free to the public, along with refreshments throughout the day.



Communications Activity

Communicating with our community members

With support from our community members, we also had four videos produced in the four languages we had on our poster – English, Punjabi, Chinese (Mandarin) and Polish.

These videos were shared by community leaders into their community Whatsapp and Facebook groups, as well as on the ICS' social media and Youtube account.

The videos can be viewed below:

- Healthier Minds Festival - a video message in Punjabi - YouTube
- Healthier Minds Festival - a video message in Mandarin Chinese
- Healthier Minds Festival - a video message in Polish
- Healthier Minds Festival (English)

Communications support from our stakeholders

Promotion of the event was also supported by our local stallholders, who gave us space in their newsletters to highlight the event. Some of which included:

- Leader of Telford & Wrekin Council, Shaun Davies' weekly update – 29th April
- Telford & Wrekin's Community Newsletter – 19th April
- Shropshire, Telford and Wrekin GPs' Practice Bulletin – 19th April



Website

A webpage was set-up to help us promote the event – and provide a bit more information. This also included translations English, Punjabi, Chinese (Mandarin) and Polish.

Media activity

In the lead-up to the Healthier Minds Festival taking place, we issued two press releases to promote the event in advance.

These press releases were published on the ICS and CCG's websites and social media, and were also sent to local stallholders from the voluntary sector, as well as local and regional media contacts – including the Shropshire Star, BBC Shropshire, Free Radio, Oswestry Advertiser/Whitchurch Herald.

Following on from the event, a post- event press release was issued to celebrate the success and learning from the day. Again, this was published on the ICS and CCG's websites and social media, and was also sent to local and regional media contacts:

Social media activity

We used our three main social media platforms to promote the Healthier Minds Festival – Twitter, Facebook and LinkedIn. Where appropriate, we tagged local partners in our posts (such as our local authorities, hospital Trusts and event stallholders) to amplify our messages. Our posts were liked, shared and retweeted by local partners, as well as members of the public.

In the run-up to the event, we posted reminders that the event is taking place – for example this week, today. Some examples of our social media posts promoting the event – and following it, are below:

NHS Shropshire, Telford and Wrekin CCG & ICS @STWCCG · Apr 4 · ...

People from a range of diverse backgrounds living in Shropshire, Telford & Wrekin are being invited to attend the Healthier Minds Festival to find out what services and groups are available to them to support their emotional wellbeing.

More info. 📌
stwics.org.uk/news-events/11...



Midlands Partnership NHS Foundation Trust and 9 others

1 comment, 9 shares, 8 likes

NHS Shropshire, Telford and Wrekin
 May 3 at 8:21 AM · 🌐

📅 Happening this week!

🎉 We're hosting the Healthier Minds Festival for you to find out about health and wellbeing and share your thoughts on feeling emotionally well.

🍴 It's also an opportunity to celebrate cultures and they'll be a free vegetarian lunch!

📅 Thursday 5 May
 🕒 10am - 5pm
 📍 Telford Cultural Centre, Hadley

Find out more https://stwics.org.uk/_/1140-encouraging-healthier...



NHS Shropshire, Telford and Wrekin Integrated Care System
 334 followers
 2d · 🌐

A regular and open dialogue around mental health and emotional wellbeing between the public and health teams must continue to be built upon, following a successful community engagement event. ...see more



Discussions around mental health and wellbeing must continue, following successful community event

stwics.org.uk · 3 min read

👤 Gina Groom and 6 others

1 comment

The event day

Stallholders

Over 30 stallholders attended the event who offer/promote/support people to manage their emotional wellbeing.

- Telford and Wrekin Health improvement practitioners
- Healthwatch Shropshire
- Shrewsbury and Telford NHS Hospital Trust
- Forum 50+
- Telford Mind
- Telford Library
- Dementia Action Alliance
- Telford and Wrekin IAPT: Psychological Therapies for Low Mood, Depression and Anxiety
- Specialist Perinatal Mental Health Team
- Maternal Mental Health - Lighthouse
- Home Start Telford and Wrekin
- Chinese Arts and Culture Centre
- Telford and Wrekin CVS
- Signal
- 0-19 Service – Health Visitors
- MW Medics

- Shropshire, Telford & Wrekin Beam – The Children's Society
- The African Caribbean Community Initiative (ACCI)
- The Healthy Lifestyles Service
- TACT (Telford Aftercare Team)
- Green Spaces
- MPFT Secondary Care Services - Community NHS
- Lived experience practice and peer support team and Wellbeing and Recovery college in MPFT
- LiveLife
- Healthwatch Telford and Wrekin
- One Voice (Caribbean community)
- PODS (Parents Opening Doors) Charity
- Marches Energy Agency
- MPFT Governors Membership
- Oxbow Manor Care Home Residential Care Home





Programme of the day

Stallholders arrived at set up at 9am and then the event was opened at 10am by the Mayor of Telford & Wrekin Council, Councillor Amrik Jhawar and poetry from Alan Bennett from One Voice.

The stallholders from a variety of organisations, NHS teams and community leaders were on-hand during the day to discuss with community members what is working well and also find out reasons why they might not be coming forward and making contact with services.

Several vibrant demonstrations took place on the day, including:-

- Qigong breathing run by Chinese Cultural Centre - gentle exercises separate room
- Mindfulness run by ACCI - The aim of this session is to instil calm and a sense of quietness, using breathing and visualisation techniques. Very quick and easy. A useful method to help self and others in stressed states
- Mini Pilates run by ACCI Simple and practical exercises to help with everyday wears and tears.
- Tai Chi run by Chinese Cultural Centre for beginners
- Fan dance demonstration Chinese Cultural Centre
- Men's yoga run by Forum 50+
- Gentle Yoga run by Forum 50+

In addition to the above MW Medics were present to provide emergency first aid on the day, who also delivered several demonstrations on basic CPR and how to use a defibrillator.

Simon Whitehouse Chief Executive Designate of the Shropshire, Telford and Wrekin Integrated Care System (ICS), Cll Rajash Mehta, Cll Kelly Middleton also attended the afternoon session and during that time thanked everyone for coming along and expressed their commitment to engaging in the future. Simon also signed up to Telford & Wrekin Council's Year of Wellbeing on behalf of the ICS.



A number of different communities, health professionals and local shop owners attended the special event, who were supported by several room hosts and translators to gather information around what services are available to support with health and wellbeing.

A free vegetarian lunch was provided along with refreshments during the day which everyone really enjoyed.

The energy and enthusiasm in the room was clearly palpable which lasted for the duration of the event. The pandemic has really impacted on all of our emotional wellbeing, so it was great to see people at the event thinking about their own wellbeing and the quick and simple, everyday things we can do to improve how we feel.

During the event we tweeted from the ICS' account, sharing activity and the demonstrations as they happened through pictures and videos. These posts were engaged with by our followers during the day.

Some examples of our tweets on the day:

NHS Shropshire, Telford and Wrekin CCG & ICS @STWCCG · May 5 ...
The Healthier Minds Festival has been officially opened by @TandWMayor.

Councillor Amrik Jhavar spoke about #MentalHealthAwarenessMonth 🇬🇧, @TelfordWrekin's Year of Wellbeing, the toll #Covid has taken on #mentalhealth 🧠 and how local authorities are helping tackle the issue.

NHS Shropshire, Telford and Wrekin CCG & ICS @STWCCG · May 5 ...
👋 Our stallholders are here and set up ready for our Healthier Minds Festival today.
📍 Come down and see us at Telford Cultural Centre, Hadley. Doors open at 10am and we're here until 5pm.



Shropshire Wildlife Trust and 2 others

🗨️ 2 ❤️ 3 📎



🗨️ 1 ❤️ 2 📎

NHS Shropshire, Telford and Wrekin CCG & ICS @STWCCG · May 5 ...
A fantastic fan dance demonstration from members of the Chinese Cultural Centre at our Healthier Minds Festival. 🇨🇳 🇨🇳



🗨️ 1 ❤️ 1 📎

Around 34 professionals and 50 members of the public visited the event ranging from Social Prescribers and Health Practitioners to members of the Sikh, Muslim and Caribbean Communities.



In further detail

Discussions and Themes

A number of discussions were captured from the day in order to improve things for the future. After reviewing these, several themes have been identified.

The first question we asked was around what mental health/Healthier Minds meant to people. There was a range of different answers which are shown below:


- No psychological health issues
- Normal, healthy, eating and fruits
- Good mental health
- How you are feeling in yourself – good or bad
- Strong healthy mind
- Sadness – Loss of a loved one
- Anxiety and depression
- Madness, crazy, stupid, illness
- Negative thoughts & negativity
- Concerns, worries & insecurity
- Financial or family problems
- Old age and Isolation, lonely and trapped
- Personal Stress / Work stress
- Poor mental health – feeling low anxious – good MH feeling relaxed and happy
- Mental pressure
- Do I feel good or bad in the morning
- Think Healthy – eat healthy
- Good mental health – exercise – regular walking cut down on sugar – ask for help
- Trauma or ill health
- amaged mind
- No motivation to do normal things
- Felt down after family loss and not working
- Mental health is very important for family's marriage and relationships – it can be hard on Asian wives but things are improving



How does your group/community feel about mental health/healthier mind/psychological health? Is it something you discuss or is it a taboo?

Here are the answers we received:

- OK to talk about it
- Not easy to discuss – slight taboo amongst older generation don't understand mental health and don't discuss – just get on with it.
- Not talked about it – pressure on girls in community from parents – pressurised to marry within and damaging to her mental health
- Don't believe it's an illness and ignore it so they don't talk about it
- Hard to discuss feelings and can't tell if someone is unhappy
- Don't feel comfortable -might thing no coping properly
- Black males don't tend to talk about mental health– they mask their issues – bury them deep – tend to carry on like everything is ok – scared to open up and talk about emotions
- Very much a taboo – very private – conscious of how it looks in the community – has stereotypes of mental health– it looks very bad in their community
- Community is very reserved and very much a taboo – talking about MH is considered not something to talk about – due to social structures and tradition
- Socially not acceptable to discuss mental health
- Not something that is talked about but is known about
- Go to temple and it is talked about – children are grown up and talk about how everyone is feeling
- It is known about and have open discussions; however they would like to talk about it more but don't like the labels mental health currently has



What would make it easier for you or your community to get help from some of services here today if you needed them?

- Better language connections
- Increased motivation to make the effort to find services
- Knowing what services are out there
- Being able to know without having to search the internet to find them – many don't have computers
- Use the calm café more
- More events like today and supporting each other
- Awareness of services – services to go to mosques and temples where people gather
- Building trust with the NHS and other services
- More information
- Black men need to identify with other black men
- Need black representation in services and calm café
- Understanding symptoms more
- Education and general knowledge
- Leaflets and information for those who can't use social media
- Overcoming the stigma
- Seeing familiar faces will put communities at ease
- More information on these services at the GP surgeries
- Family /dentist clinics – info should be available
- GP needs to do more than give out contact information to other services – they need to help them access them
- NHS need to encourage more people to get help and help others
- Opportunities to socialise more outside of community
- Leaflets in different languages
- Knowledge is key
- To help access services the NHS could do with reaching out to the community, providing advise/help, lots don't speak good English
- Improved waiting times for GPs and support services



Is there anything which stops you or your community from getting help and support i.e. cultural barriers or lack of knowledge/information?

- Language barriers
- Not much understanding of NHS offers
- Concerns over privacy and confidentiality
- I would help others at the temple to overcome barriers
- Tradition
- Culture
- Taboo in community
- Fear factor of people with mental health issues in the community
- Men don't cry
- Black men seen as man of the house
- Fear of being classified as mad
- Lack of trust – generational and through media
- Family members
- Scared to ask for help - sign of weakness
- People feel more vulnerable if had mental health problems if they admit they have mental health concerns
- Scared family will find out
- Sometimes difficult to talk to others in the community as I don't want them to tell others
- Makes you appear less strong – women will be perceived as not being able to think for themselves – family and community won't listen to you or speak to you - your wants or desires won't get heard
- Our community to not recognise mental illness, it is too shameful, it means there is something wrong with you
- Mental health is seen as something bad, in our language it is not positive, we don't talk about it
- There are too many barriers to seeing our GP – not easy to get an appointment let alone when not in a fit state.
- Chinese community keep themselves to themselves, they are very reserved, they don't like to discuss mental health. they believe in relaxing the mind, they have seen more people accessing the computer during Covid to access our online sessions. Language is a barrier.



Feedback from the event from stallholders and community leaders in further detail

Thoughts on the event/planning/venue

- The venue, location and hosting of the event was great. Everyone should be really proud, I felt thoroughly welcomed
- I thought the whole day was well constructed and the staff on site were lovely!
- The atmosphere, it was really relaxed and enjoyable. The food was an obvious bonus
- Good food and relaxed timetable
- The pre-event organisation was excellent. Plenty of timely information sent out with clear instructions and paperwork to complete.
- The running again was done very well, plenty of staff around to help and support with set up.
- The location was easy to find
- The venue was very open and light. I really liked the way that the tables had been set out, people were able to flow from one stand to another. I will certainly be pinching this idea
- The environment and atmosphere was a good one, lots of chatter and laughter which after the pandemic was good to hear
- The venue was good and easy to access
- The event was run well and organised well



Thoughts on the networking / engaging opportunities

- Stallholders enjoyed the networking opportunities meeting colleagues from across the system after such a long break
- Good to interact with members of the public we don't usually see and finding out how we can help them more
- Speaking to the public was the most valuable part of the event for us but sadly we spoke to very few. We did make some connections with other local organisations though
- Finding out where people are and who is doing what is always useful, and meeting colleagues from other organisation in the flesh was really positive!
- There was plenty of opportunity to network with other organisations and discuss opportunities to collaborate on projects. I was able make connections for our volunteers team with several organisations as well as individuals at the event.
- Talking to other stakeholders about their service and establishing ways we could best work together in the future.
- Enjoyed networking and now have a better understanding of other services in the community, in order to signpost and ensure our service users get the most from their community
- We have gained a lot more contacts which would have taken us much more time had the event not taken place. It was good to understand the concerns and experiences of seldom heard groups and how they can be best supported.
- For me making connections with lots of people was the best part
- I felt that there were a lot of organisations in the room that support people with mental health, but there could have been more local community groups from Hadley represented who offer activities whether that be walking, cycling, social groups i.e. Ramblers UK have lots of local walking groups.
- Even though we didn't meet large numbers of the local community the people we did were very keen to build relationships that will be mutually beneficial
- Opportunities to engage with diverse communities are valuable but. I could imagine feeling quite intimidated if I walked in to find all these organisations desperate to engage with me, especially if there is a language barrier
- Most of the aims and objectives were met although it would have been better if more communities had attended