

positive

Nottinghamshire Healthcare



NHS Trust

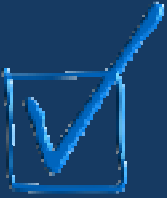
Positive about mental health and learning disability

Professor Mike Cooke

Chief Executive



October 2009



It's OK to talk about it!

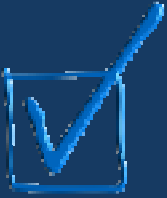
Launch September 2007

Media coverage,
including TV

Postcard campaign

Poster campaign

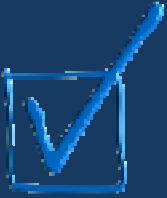




The Journey

4 aims:

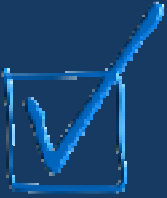
- Raise awareness and improve public attitudes
- Remove barriers to employment and other forms of inclusion
- Encourage better outcomes
- Monitor self stigma and discrimination



Raise awareness and improve public attitudes

- Time to Change Pledge
- Working with Maverick TV
- NHS Confederation
- NHS 60th event in Market Square
- Redesigned web site with service users' stories
- Positive branded products





More...

- T-shirt campaign
- Service user/Carer led DVD
- Madness in Literature
- Media campaign
- Involving staff

Involvement and Me - Andy Neel

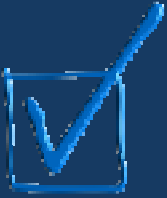
Andy Neel is a 57 year old man with a learning disability. He is a former footballer and has been a member of the Nottinghamshire Football Club for many years. He has a history of mental health problems and has been diagnosed with depression. He has been a member of the Nottinghamshire Football Club for many years and has been a member of the Nottinghamshire Football Club for many years.

Andy responded to the Lip to Donation campaign and he had about during the experience. He has been a member of the Nottinghamshire Football Club for many years and he has been a member of the Nottinghamshire Football Club for many years.

Andy has a good and bad experience as a service user. He has been a member of the Nottinghamshire Football Club for many years and he has been a member of the Nottinghamshire Football Club for many years.



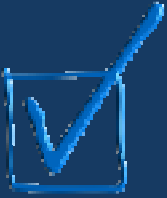
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Remove barriers to inclusion

- Community Development Workers – Countywide
- Support Worker appointed through CLAHRC to develop supported employment
- Develop Trust as an exemplar employer

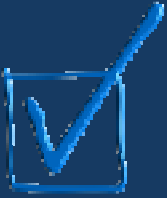




More...

- Breakfast Seminar
- Positive Goals
- Mental health lessons in schools
- Substance Misuse Anti Stigma Campaign





October 2009

Bus advertising

Goose Fair Roadshow

Radio advertising

Living Libraries

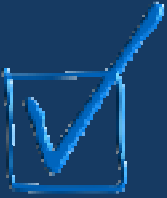
Get Moving events

Music is what feelings sound like

Mental Health Awareness Weeks

Presents of Mind

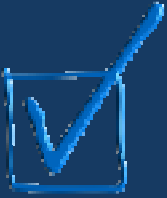




Next steps on better outcomes and monitoring of stigma

- Measure success of previous and current campaigns
- Integration of anti stigma with recovery model
- Well-being and social inclusion plan
- Research – employment, education, peer support, GP awareness
- Managed Innovation Networks – life story, early intervention, social inclusion, staff with mental health problems
- Membership and Communities of Interest





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Any questions?