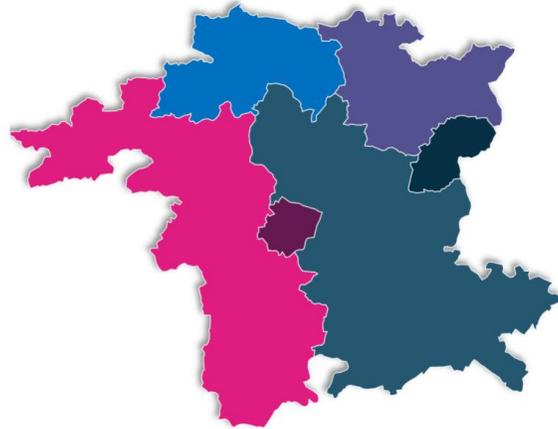




Worcestershire's Reflections on the Mentally Healthier Councils Framework

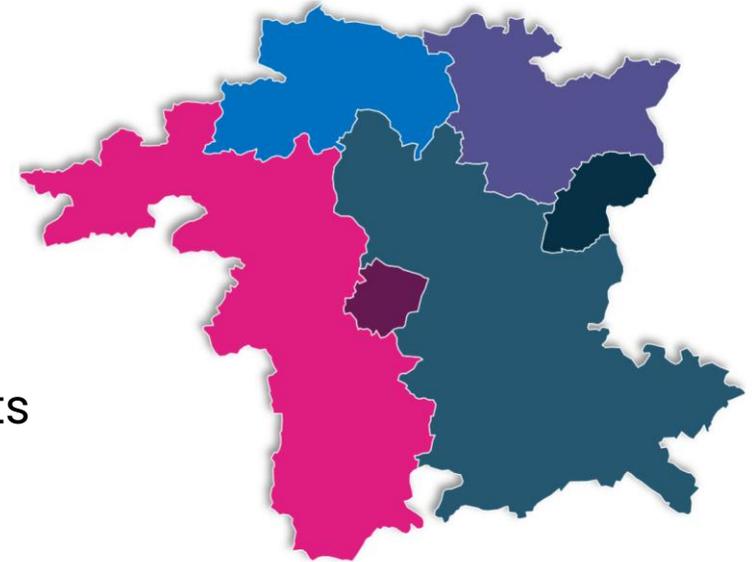
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Introduction

- Worcestershire is a two-tier authority in the West Midlands
- It has a population of approx. 600k split in rural and urban communities
- The county has an aging population, with the average age increasing from 40.1 years in 2002 to 43.6 years in 2022
- Public Health sits at the County Council working with Districts and many other stakeholders to implement health and wellbeing initiatives and activities
- Worcestershire has relatively good health outcomes and is a relatively affluent area, but has significant pockets of deprivation and health needs



Checklist Item	RAG Rating	Notes
Mental health in all policies & champion	Amber	Embed MH test in JIA; nominate champion formally
Recent MHNA + strategy (co-produced)	Green	Produced and published
Living Wage Foundation accreditation	Amber	Not accredited; mitigations in place
Anti-poverty + social value + advice	Green	With consolidation opportunity
Adequate, affordable, accessible homes	Green	Sustain linkage via HIA
Green/play/community spaces & renewal	Green	Target PN inequalities
Parenting via Family Hubs	Green	Track MH outcomes
Early support MH hubs (CYP)	Amber	Components exist; formalise into hubs
Whole school/college approach	Amber	Framework consolidation needed
Prevention Concordat	Green	Signed and refreshed

Colour Key:

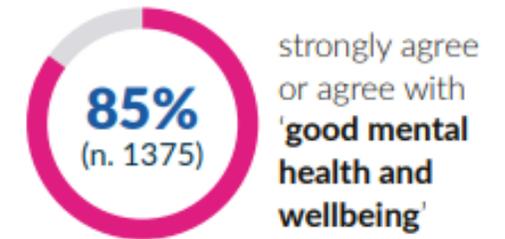
Green = Fully met/strong progress. **Amber** = Partially met/some progress **Red** = Not met/No progress made to date



Developed by the Health and Wellbeing Board with extensive public and stakeholder consultation following a detailed COVID-19 impact report.

The consultation showed an overwhelming agreement of 85% to mental health and wellbeing being the top priority for Worcestershire.

An outcomes framework supports the delivery and monitoring of the strategy.



Worcestershire Joint Local Health and Wellbeing Strategy

2022-2032



Example One - GREEN

Checklist asks: MHNA and strategy within the last five years, co-produced with communities.

Checklist Requirement	How Worcestershire Meets the Criteria
Complete Mental Health Needs Assessment within the last 5 years	A Mental Health & Wellbeing Needs Assessment (2023) was produced following the JLHWS to delve deeper into community needs, this was presented to the HWB with summary slides and board cover report.
Publish a strategy with focuses on Mental Health and Wellbeing – co-produced with communities	The JLHWS 2022–2032 was developed after a formal 12-week consultation across Worcestershire (1,627 survey responses + 30 focus groups) and adopted by the HWB in Sept 2022. Responses included both the public and professionals from across the sector.

Example Two: AMBER

Checklist asks: Embed a mental-health-in-all-policies approach (e.g., use a mental health policy test) and nominate a mental health champion.

Checklist Requirement	How Worcestershire Meets the Criteria (Partially met/some progress)	How We Will Embed Further (Fully meet/strong progress if needed.)
Embed a mental health in all policies approach	The Joint Local Health & Wellbeing Strategy (JLHWS) 2022–2032 makes good mental health and wellbeing the 10-year, system wide priority, supported by action on wider determinants. This gives a clear mandate for “mental health in all policies.”	Continue to prioritise mental health and wellbeing in Worcestershire’s JLHWS strategy. Ensuring that Delivery of the JLHWS is overseen via the Being Well Strategic Group, a partnership with a range of representatives across the health system, with annual updates about progress going to the Health & Wellbeing Board (HWB).
Embed a mental health policy test	The JIA tool already integrates equality, public health, sustainability, and data protection. It is a natural platform for embedding mental health considerations.	Develop and implement a bespoke mental health policy test within the JIA framework. Train staff on its use and relevance.
Nominate a mental health champion	A Prevention Concordat Mental Health Champion role profile exists. Re-nomination is encouraged via the Health & Wellbeing Board.	Formally confirm a new named champion in HWB papers. Promote visibility and role clarity across departments.
Support workforce mental health	Employee Assistance Programme (EAP) is available. Trained Mental Health First Aiders are active across the council. A wellbeing programme is in place.	Strengthen MHFA/HR integration. Expand wellbeing initiatives and embed mental health awareness in staff development.

Example Three: AMBER

Checklist asks: Invest in early help mental health access points for CYP.

Checklist Requirement	How Worcestershire Meets the Criteria	How We Will Embed Further
<p>Invest in early help mental health access points for CYP</p>	<ul style="list-style-type: none"> • District-level initiatives supporting CYP resilience and wellbeing (e.g., school projects, Onside social prescribing in Malvern) • Public Health support via district councils and VCSE-led youth provision (universal, targeted, detached) • School-based grants (Educational & Youth Innovation Funds) and Community Grants to promote connection, physical activity, and mental wellbeing • Community Safety partnership programmes in schools (resilience, drugs/alcohol education, Get Safe) 	<p>Consider formalising these strands into place-based “early support mental health hubs” for CYP, co-located with Family Hubs and school clusters.</p> <p>Pool Public Health grants, District Collaborative funds, and VCSE capacity, with clear mental health access metrics.</p>

How did you make your policies/initiatives a reality?



High level of
stakeholder and
partner
Engagement



Strong
Governance &
leadership



Public
Engagement,
insight &
supporting
needs
assessment

Thank you

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Additional information:

- [Worcestershire Health and Wellbeing Strategy](#)
- [Mental Health needs assessment](#)
- [Healthy Worcestershire | Worcestershire County Council](#)
- [insights.worcestershire.gov.uk](#) (repository of insight, data and intelligence)
- [Introducing We Are Westlands, a short community film celebrating the Westlands Estate in Droitwich](#) (community approach model)