

# Talking Times

e-newsletter

# Recession Response



**W**orking for Wellness is just one of a number of partners coming together to deliver support to vulnerable Londoners during the recession, as part of the London Mental Health and Employment Partnership. Studies show that when people have lost jobs there are major challenges to their mental wellbeing, as well as future chances of regaining employment. With over 220,000 people in London claiming Jobseeker's Allowance in August this year, the impact on the Capital's mental wellbeing is already significant.

Working for Wellness' contribution is to continue to provide accessible Cognitive Behavioural Therapy (CBT) support to Londoners through its Improving Access to Psychological Therapies (IAPT) services with 15 PCTs. IAPT services aim to improve the health and well-being of London's diverse communities, as well as reduce health inequalities by supporting people to retain and/or return to employment. Other partners involved in offering recession-busting services

include NHS London, Job Centre Plus, the Learning & Skills Council, the London Voluntary Services Council and the National Housing Federation - London. Together they will offer Londoners improved access to information, mental health awareness training, employment advice and counselling, and will work to ensure that those suffering from mental health problems are recognised, supported and offered equal access to employment opportunities.

**"I welcome these plans to provide additional support for mental illness... I am confident that the NHS will play its part, alongside a range of partners, to support the mental wellbeing of all Londoners at this difficult time."**

Speaking in July this year, Sir Richard Sykes, Chairman of NHS London said: "I welcome these plans to provide additional support for mental illness. One of the most overlooked effects of a recession is the impact on people's mental health, which affects those who have lost their jobs and those in fear of doing so. I am confident that the NHS will play its part, alongside a range of partners, to support the mental wellbeing of all Londoners at this difficult time."



## A new website

[www.workingforwellness.org.uk](http://www.workingforwellness.org.uk) - has been developed by the London Mental Health and Employment Partnership and is run by Working for Wellness.

On the site, we've created a wide range of resources for job seekers and employees, and for employers (including a 5 minute stress test). If you're not feeling yourself, you can find Primary Care based Mental Health Services near you using our interactive map. And if you have a question about Mental Health and Employment, you can Ask our Experts. Finally, you can follow the latest news and blogs around Mental Health and Employment, and - most importantly - why not get involved and share your experiences? To date the site has attracted over 2500 visitors.

For more information, comments and suggestions please contact [robert.hardy@csl.nhs.uk](mailto:robert.hardy@csl.nhs.uk) or [admin@workingforwellness.org.uk](mailto:admin@workingforwellness.org.uk)

## NHS Credit Crunch Stressline

**As part of the NHS' response to the recession, NHS Direct has set up a national helpline dedicated to supporting people affected by the recession.**

The NHS Credit Crunch Stressline is available on **0300 123 2000** and callers will be able to speak to trained health advisors who can talk through their concerns, offer advice and also point them in the direction of another service that may be able to help.

# Employment support workers



In March, the Health Secretary announced that the government is investing an extra £13m in supporting unemployed people who are experiencing depression or anxiety. In London, Working for Wellness has contributed a further £1.3m so that PCTs have a share of a total of £2.1m with many making further contributions from their own funds.

Support workers will be linked to Job Centre Plus and will help and advise those people suffering from mild mental health issues, particularly depression.

IAPT service users will benefit even further as extra funding has been allocated to offer integrated health and employment services

to those PCTs with an active IAPT service. And as all London boroughs will have an IAPT service by 2010, it means that those unemployed Londoners vulnerable to depression, especially during the recession, will have access to real help and support.

The funding is a response to emerging need and will target the recently redundant, those at risk of redundancy and lone parents (linked to the Child Poverty agenda). It will complement, not duplicate, existing services for those on long-term benefits.

For further information, please contact Shaun Crowe, Regional Mental Health and Employment Lead on [shaun.crowe@csl.nhs.org](mailto:shaun.crowe@csl.nhs.org) or 07779 167749.

## Recruitment success

This year's recruitment programme has been a great success with more than 250 Low and High Intensity trainees recruited across 12 London PCTs. A regional and national advertising campaign, which ran from February to May attracted some excellent candidates with over 2,500 people applying for posts.

Ten PCTs/Mental Health Trusts will be hosting the majority of these training places during 2009 and 2010, with the two transition sites able to deliver services to part, rather than all, of the population.

### 10 expansion sites

- Hammersmith & Fulham
- Haringey
- Islington
- Lambeth
- Lewisham
- Newham
- Southwark
- Sutton & Merton
- Tower Hamlets
- Wandsworth

### 2 transition sites

- Greenwich
- Westminster

# Early Intervention

On 5 August, Working for Wellness, the national IAPT team and conference organisers Healthcare Events, held a Commissioning Early Intervention Services for Mental Wellbeing seminar.

Jeremy Clarke of the New Savoy Partnership chaired the event, and speakers included Lord Richard Layard, Jim White of Right Steps and Dr Sam Thompson from The New Economics Foundation.

The first half of the seminar focussed on the theoretical grounding for promoting preventative mental health care as part of an overall wellbeing initiative. The New

Horizons document was discussed at length. This looks at the efficacy and growing acceptance of mental health care being regarded as important as physical health care, and the blending together of these strands to provide people with an overarching wellbeing service. The economic benefits and the effectiveness of such an approach to healthcare were then discussed and debated, and Lord Layard laid out his vision for improving mental health care for children.

The seminar then changed focus to look at the practical approach to early intervention and speakers such as Jim White from Right Steps in Glasgow and Tony Coggins

from SLAM in South London described what is already being done along these lines throughout the UK.

For further information please visit: [www.glasgowsteps.com](http://www.glasgowsteps.com) and [www.slam.nhs.uk](http://www.slam.nhs.uk)



# Dorian Cole, Head of IAPT Haringey PCT

As Head of the IAPT service in Haringey, Dorian Cole manages 35 staff and this number is set to double by the end of 2009. Reporting to a Director of the PCT and Head of Psychological Therapies in the Mental Health Trust, Dorian has been steadily growing the IAPT provision in Haringey since its inception. With a background in general and mental health nursing, family therapy and health visiting, he has been working within primary care mental health for three years.

**“I am hugely interested in primary care mental health and excited about the potential of IAPT to change how we deliver services...”**

“I am hugely interested in primary care mental health and excited about the potential of IAPT to change how we deliver services, provide effective treatments and help clients make changes in their lives. It is so positive to have therapy resources available for clients to use at a time that suits them. The response from service leads and GPs has so far been very encouraging.”

“I find it a challenge and a joy to be involved in redesigning care pathways and to see people’s views about psychological therapies changing so much. We’re really encouraging self-referrals and I think that changing attitudes can be evidenced by the increased number of clients coming to us independently.”

With such a large Turkish and Kurdish community in Haringey, Dorian and his team have worked hard to break down some of the more traditional views of therapy: “Some of the more higher need communities in Haringey, particularly those in the East of our borough were significantly under-represented in users of psychological therapy services. With two thirds of our IAPT clients coming from Turkish/Kurdish, black and Asian communities this is really starting to shift. The fact that we have managed to recruit such a diverse group of staff and trainees has been instrumental in widening access.”

“It’s so important to look at what we can improve about the service. And I really do mean improve - I’m not in the business of



wanting to replace existing models, but we must look at ways of enhancing what already exists. It is also crucial that we don’t blame the community for not accessing the service, but look at what the service can do itself to appeal to and attract new clients. As part of that, we need to look at communities as consisting of different parts, thinking about gender and ethnicity differences in particular. We can’t just sit here and wait for people to come to us. We need to talk to people in the sections of the community we especially want to target and in Haringey, one way we are doing this is by advertising the service in libraries and children’s centres, using the power of word of mouth within the communities, and taking part in local community based radio shows.”

**“There are more than 200 languages spoken in Haringey’s schools, so we have our work cut out!”**

Dorian has been successful in recruiting four low intensity trainees and one high intensity trainee from the Turkish and Kurdish community. He now taps into their knowledge to inform the recruitment process, and they also help with interviewing potential trainees from their community.

“While it’s important for us to focus on the communities in Haringey that we feel could

benefit most from the IAPT service, we must always keep our eyes open and not become complacent. Historically, Haringey has a fairly transient population and we have recently been made aware of a growing Somali population, so need to think of ways to communicate specifically with them. There are more than 200 languages spoken in Haringey’s schools, so we have our work cut out!”

Partnership working has proved very successful for Dorian and his team. He works closely with the African Counselling Service and the Turkish and Kurdish voluntary sector in order to promote the service to potential recruits and potential clients alike. “I’m keen to further enhance the partnerships we already have in place and develop new ones,” says Dorian. “We are currently working with a local physiotherapy clinic, offering our services alongside their client group so people can benefit from a ‘one-stop-shop’ - it’s working well given people’s busy lives.”

Haringey is building a new therapy centre which will open in the summer of 2009. With over 1000 referrals already to the service, Dorian is confident that Year 2 will prove even more successful as more people access IAPT services.

**Visit [www.haringey.nhs.uk](http://www.haringey.nhs.uk) for further information.**

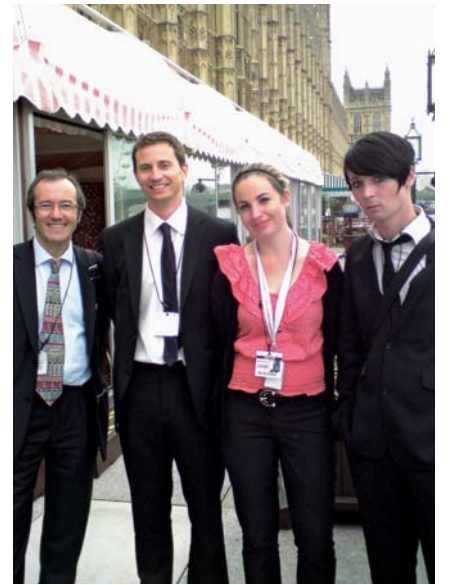
# Team news

As well as becoming part of Commissioning Support for London (CSL), the Working for Wellness team has also changed in recent months.

A warm welcome goes to James Lee, the new Programme Manager who has taken over from Mark Needham. James comes to us from Camden Council where he led on commissioning a range of supported housing projects including those for people with mental health problems.

Mark has moved on the World Class Commissioning Development Programme as Commissioning Development Manager and we wish him every success. Also leaving us is Anubha Prasad, Programme Support Manager and Kit Anderson, Communications Lead.

**Right: Working for Wellness Team at the House of Lords to launch the Third Sector Development Programme.**



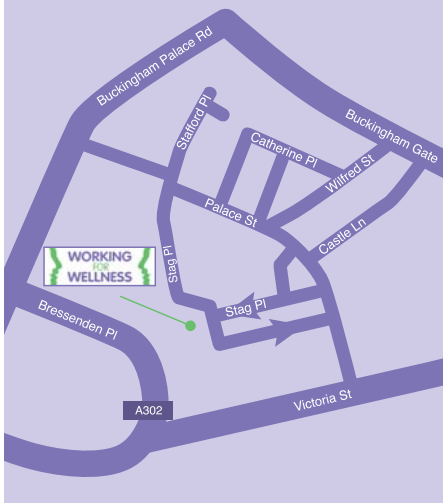
## We've moved!

The Working for Wellness team is now based in Victoria. Our new address is:

Working for Wellness team  
Commissioning Support for London (CSL)  
18th Floor, Portland House  
Bressenden Place, Victoria  
London  
SW1E 5RS

wfw@csl.nhs.uk

Find us on our new website:  
[www.workingforwellness.org.uk](http://www.workingforwellness.org.uk)



## Analysing the Market

Understanding the market for IAPT is vital, and the Working for Wellness team has produced a comprehensive Market Analysis Report, in conjunction with Tribal Consulting. The report helps Commissioners and service providers across the NHS, third sector and private sector.

The report aims to: improve stakeholder understanding of the context of

psychological therapies in Primary Care; inform and support a 'live' commissioning process across the 12 PCTs rolling our IAPT services in 2009-10; stimulate thought and discussion on the current constraints of market development; and improve PCTs' World Class Commissioning competencies.

For further information and for an electronic copy of the report, please contact [James.Lee@csl.nhs.uk](mailto:James.Lee@csl.nhs.uk)



### WfW Team Information

**Brendan McLoughlin**  
Programme Director

**James Lee**  
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