



# Health Liaison Board

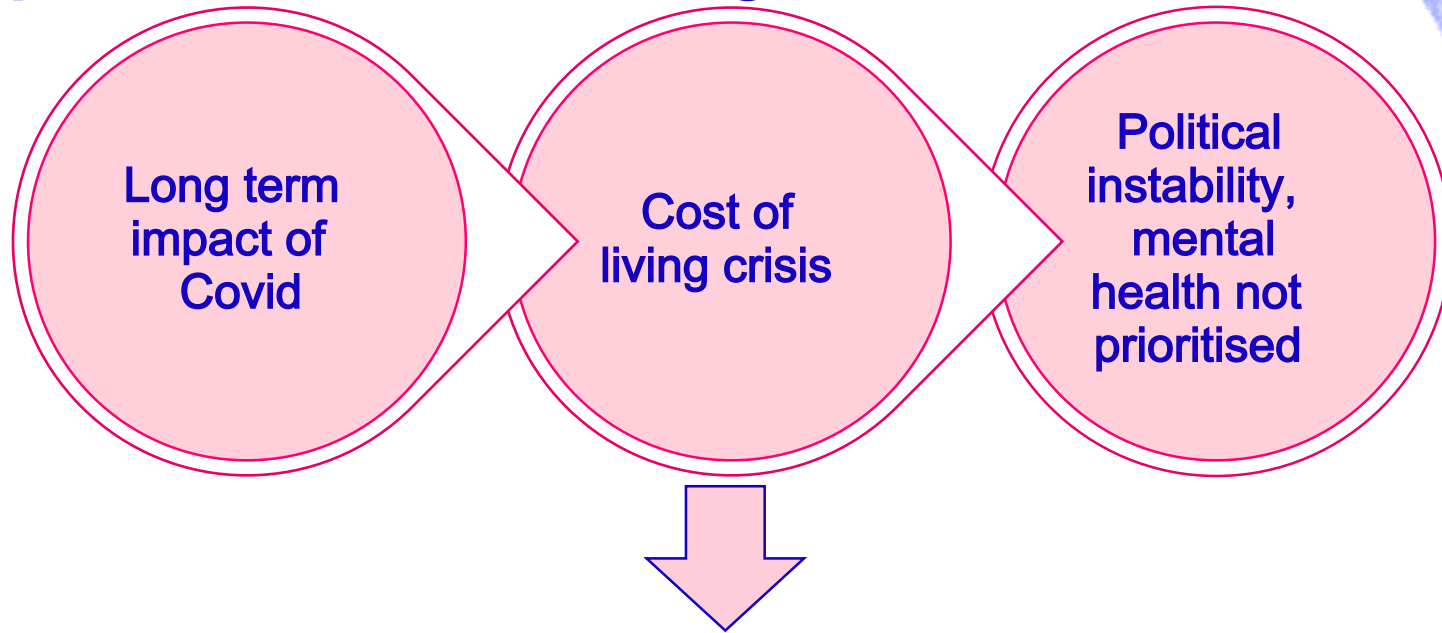
Wednesday 7<sup>th</sup> June

Stevie Rice, CEO



30,073

# A picture of increasing need...



Increased prevalence, severity, and risk of unmet need

# Context: population wellbeing (ONS)

Declined in March 2020, recovered up to March 2022; now declining wellbeing (March -November 2022). Not everyone in these groups meets the threshold for a diagnosable mental health problem but all are experiencing distress (March 2022):

**28%**

of adults feel their wellbeing is still being affected by the covid-19 pandemic

**24%**

of adults report they feel lonely often, always or some of the time

**34%**

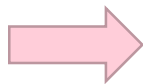
of adults are experiencing high levels of anxiety

ONS, March  
2022

# The cost of living crisis

The number of people living in poverty has increased in the last couple of years:

1 in 4 people in the UK lived in poverty before the cost of living crisis  
(JRF, 2022)



1 in 3 people in the UK living in poverty in April 2022 during the cost of living crisis  
(NEF, 2022)

- Disproportionate impact on racially minoritised communities
- Child poverty is rising
- Areas with higher deprivation have a higher prevalence of depression
- Increased cost of living is causing a decline in mental health

# Robert Wood Johnson Model



SOURCE: Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute in US to rank countries by health status

# Mental health and the cost -of - living crisis

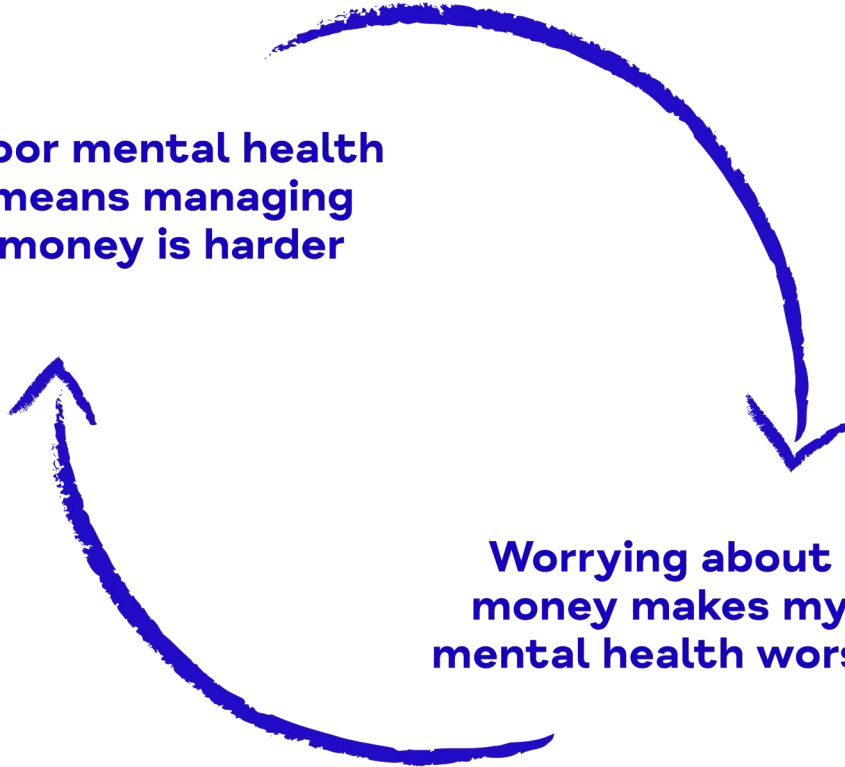
- Poverty and financial stress will increase
- People are now going without basic living essentials ( eg food, warm home)
- Impacts will be on a scale similar to Covid
- People are also going without the things that keep them well:
  - 30% of adults have poorer quality sleep
  - 23% met friends less often
  - 15% pursued a hobby less often
  - 12% exercised less often

*(Source: Mental Health Foundation, Jan 2023)*

# Cost of Living Crisis

Poor mental health  
means managing  
money is harder

Worrying about  
money makes my  
mental health worse





## Mental health can affect the way you deal with money

- Motivation
- Achieving a brief high
- Impulsive financial decisions
- Ability to work or study and impact on income
- Avoidance (eg opening bills)
- Insurance



# Money problems can affect your mental health

- Money can be triggering
- Sleep problems
- Affordability of the things that maintain wellbeing
- Social life impact





**More people are experiencing mental health problems because of this crisis.**

**And people who already had a mental health problem are struggling more.**

- Food. Fuel. Power. Housing costs. This crisis is hitting everyone from all directions with a speed and severity we've not seen in decades.
- It's hard to overstate how big an impact this is going to have on our mental health. This is an emergency. An emergency everyone needs help to deal with.



# Vision

People's lives are enriched through better mental wellbeing.

# Mission

West Kent Mind enriches lives through better mental health by offering support to Get Well, Stay Well and Thrive.



# How we supported people to get well

- 160 clients supported in 2,400 affordable counselling sessions
- 45 volunteer counsellors within the counselling programme
- 76 clients engaged with **Brighter Futures** - the specialist loss counselling – up 66% in two years
- Average improvement score of 4.6

“From the moment I arrived I felt very welcomed and put at ease. I was given the opportunity to understand why I was feeling the way I was. I feel like a door had been opened to all this knowledge and acceptance and education on anxiety and depression. I honestly feel more positive.”

# How we supported people to **get well**

- 15 **Life Skills** specialist psychoeducational courses delivered
- **Solace Café** – opening two evenings a week: 467 attendances, 70 clients
- 2 residents in our **supported housing** moved on to independent living
- 26 D/deaf people supported through Deaf Minds
- 25 people experiencing **domestic violence** supported through our fast-track counselling



# How we supported people to stay well

- 23 parents/carers supported through ASD Carers' Support Group
- Money Works – 116 people supported with financial advice
- 204 attendances at our support group for parents/carers of children/young people at risk of self-harm or suicide
- 10 years of Skiffle Express!
- Chat room!

“I’ve been on a roller coaster with my son.

This has been invaluable. Just if nothing else, to feel that actually you’re not on your own.”



# How we supported our community to thrive

- Delivered **12** full **Mental Health First Aid** training courses
- 162 **qualified** Mental Health First Aiders
- **144 people** trained during 9 Suicide Awareness & Prevention workshops
- 100% of attendees reported an increase in their confidence to **reduce suicide** risks and signpost appropriately
- 99 people supporting Ukrainian refugees trained in mental health awareness

“I can say that the course has given me a real sense of understanding mental health, my own attitudes towards it, and then more importantly feeling like I can actually support someone who may need my help.”



# Fundraising

- 45% of fundraising income was from Trusts & Foundations
- 3% from individual giving
- 13% from events
- 39% from community and corporate

£9,157 raised from silent auction

Wear it Blue raised over £3,000

Thank you to so many amazing fundraisers!



# Marketing and Communications

- CRM development
- 27,000 visitors to website
- 9,700 engagements on social media
- Total reach 300,000+
- Supported **World Mental Health Day** and **Time to Talk Day** and **Mental Health Awareness Week**
- Broadcast interviews on BBC Radio Kent
- 4,500 recipients of e-newsletter



## Our key strategic goals for 2021-24 are:

# 1

### Goal 1 **Empowered**

People in West Kent feel **empowered** to improve, nurture and sustain their mental wellbeing and the mental wellbeing of others.

#### **We will do this by...**

Working with more people to improve knowledge, skills and awareness of positive mental health.

Ensuring a client focussed approach.

Ensuring more people have the tools and resources to support themselves and each other.

# 2

### Goal 2 **Targeted**

Support is responsive, adaptive, accessible and **targeted**.

#### **We will do this by...**

Providing services that respond to the (changing) needs of our communities.

Extending our services across West Kent.

Ensuring that our services are available and accessible to those who need them.

# 3

### Goal 3 **Community-focussed**

**Communities** are informed, engaged and connected with a positive approach to mental health.

#### **We will do this by...**

Developing our community involvement and engagement through our Web of Wellbeing programme.

Building a network of mental health advocates across West Kent.

Forging relationships and key partnerships with community and statutory organisations.

# 4

### Goal 4 **Sustainable**

West Kent Mind is an efficient, resilient and **sustainable** organisation.

#### **We will do this by...**

Ensuring that West Kent Mind has effective, efficient and secure IT systems, processes and procedures in place.

Evaluating our progress to ensure we are delivering success.

Ensuring the ongoing social, environmental and economic viability of West Kent Mind.



# Creative Minds



# Risks facing Voluntary Sector

- Cost of living crisis driving increased demand across the sector
- Increased complexity of cases presented within services
- Inequalities will widen
- Increased costs of operating – Food, fuel, power and labour.
- Reduced income -Charities having to rely on reserves to cover core costs
- Smaller charities most at risk
- 51% of charitable income was from the public



# Risks facing Voluntary Sector

- Less public sector income – government funding falling
- Contracts won on cost not quality
- Intense competition for grant funding
- High numbers of vacancies
- Lower pay in the voluntary sector / Increases in pay in private sector
- Pay not matching rising costs
- High levels of stress and burnout





“Feel quite emotional about it to be honest. I didn’t know where to turn or who to speak to.

Everyone I’ve spoken to at DAVSS and West Kent Mind have been incredibly understanding, knowledgeable and empathetic... feel like I had your support all the way through. It’s been amazing...the counselling really helped, great knowing someone understood me as no one had understood me before, I had no one to talk to.”







**Thank you!**

