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**Title: Mental Wellbeing Framework Launch and See Me Signing - 9.3.12**

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**1. SUMMARY**

- 1.1** A partnership event took place at the Argyll Hotel in Inveraray on Thursday 9 March 2012 to launch the newly developed **Strategic Framework for Mental Wellbeing in Argyll and Bute 2012 – 2014**.

At the event 7 Community Planning Partners signed the See Me pledge to reduce the stigma associated with mental ill-health.

**2. RECOMMENDATIONS**

- 2.1** The Management Committee is asked to note the contents of this report and encourage partners to sign up to the Framework and See Me pledge.

**3. BACKGROUND**

- 3.1** Mental health is an important issue for Scotland and for Argyll and Bute. Nationally one person in 4 will experience a mental health problem in any one year and there is no reason to suspect that this is any different in Argyll and Bute (Scottish Government 2009).

Mental health is not simply the absence of the symptoms of mental illness. The World Health Organisation defines mental health as:

*“...a state of wellbeing whereby individuals recognise their abilities, are able to cope with the normal stresses of life, work productively and fruitfully and make a contribution to their communities. Being mentally healthy at any age means having reasonable self-esteem and social relationships and the ability to master or adapt to difficult challenges. It is not the same as the absence of a diagnosable mental illness.”*

It is recognised that mental wellbeing underpins physical health, so there can be no health without mental health. A healthy population is essential to the future success of Argyll and Bute, therefore mental wellbeing is integral to that success.

- 3.2** As part of the ongoing NHS modernisation programme for mental health services, a commitment was made to develop a strategy to improve mental health in the population. There must be a balance between investing in services to treat people with mental ill-health and investing in services to empower people to take responsibility for their own mental health and to provide support to enable mental ill-health to be prevented.

A working group made up of NHS, Local Authority and Third Sector partners was formed in early 2011 to develop the strategy. A progress report was provided to the Social Affairs Thematic Group in November 2011 and the draft strategy was consulted upon widely during January and February 2012.

Printed copies of the finalised Framework are available.

The Framework takes a lifecourse approach to mental wellbeing and is based on the priorities laid out in the Scottish Government Strategy, Towards a Mentally Flourishing Scotland 2009 – 2011. These include:

- Mentally healthy children and young people
- Mentally healthy later life
- Mentally healthy communities
- Mentally healthy employment and working life
- Reducing suicide and self harm
- Improving the lives of those experiencing common mental health problems

The Framework will be monitored on an annual basis with a report provided to the Social Affairs Thematic Group.

- 3.3** See Me is Scotland's national campaign to reduce the stigma associated with mental ill-health. An important part of the campaign is a public pledge of commitment and over 300 organisations so far in Scotland have made this pledge.

Research undertaken by See Me found 81% of people with lived experience of mental ill-health said they had experienced stigma, and yet nearly 90% of the public thinks that people with mental health problems should have the same rights as anyone else. By signing the pledge signatories are committing to putting in place actions to reduce the stigma associated with mental ill-health.

Signatories of the pledge included:

Sephton McGuire, Vice Convenor Dunbritton Housing Association  
Alistair McLaren, Third Sector Partnership Argyll Voluntary Action

Derek Leslie, General Manager Argyll and Bute Community Health Partnership  
Marlene Baillie, Chief Inspector Strathclyde Police  
Douglas Cowan, Area Manager Highlands and Islands Enterprise  
Colin Renfrew, Chief Executive Fyne Homes  
Paul Connelly, Area Commander Strathclyde Fire and Rescue

By signing the pledge, signatories are also agreeing to put in place an action plan to reduce stigma. NHS Highland's action plan is attached here:



See Me Action Plan  
NHS Highland

#### 4. CONCLUSION

4.1 Mental wellbeing is an important issue for Argyll and Bute and for the Community Planning Partnership.

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See Me signatories with their plaques and Suzie Vestri, See Me Director

