



# Unstoppable together

The Mind Strategy 2012-16:  
Executive Summary

# The need for Mind in 2012

There has never been a greater need for Mind than the current times. Mental health problems in England and Wales and across Europe are on the rise: by 2020, depression will be the leading cause of health problems in Europe. And the cost of poor mental health to our society is in excess of £110bn.

Mental health services have improved significantly in the last ten years, but from a low starting point, so compared to people receiving support for their physical health, the picture remains patchy.

In England and Wales in 2011:

- 1 in 4 people sought help for a mental health problem - around 16 million people.
- 39 million prescriptions for antidepressants were administered.
- Over 107,000 people spent time in hospital because of their mental health.
- Around 40,000 people were detained or sectioned under the Mental Health Act.
- Around 4,000 people took their own lives.



# Developing a new strategy for Mind

Our purpose is to better the everyday lives of those who may or do experience a mental health problem so that in all aspects of life, people receive respect and support, and become equal citizens in our society. We have made progress in the last ten years, and we believe that this ambition is possible by 2020. This strategy is the first half of that journey.

We consulted extensively with thousands of people with mental health problems, supporters and key stakeholders. We know that the next four years are going to be crucial for the lives of millions of people. We are uniquely placed to build on the positive changes we have seen, to challenge any backward steps, and to move closer

towards the tipping point desired by so many people with a mental health problem where they are treated with respect as equal citizens in our society.

We've created an ambitious and visionary new strategy which identifies key goals, defines specific objectives, and outlines a set of workstreams we will undertake with our partners. We want to harness the passion, commitment and talents of the network we call 'One Mind' (embracing local Minds, national Mind, Mind Retail and possible future affiliates) to create a voice that is louder, and support that is more effective and available than ever before.

We'd like to thank everyone who has contributed to the process.

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## Our vision

We won't give up until everyone experiencing a mental health problem gets both support and respect.

## Our mission

We provide advice and support to empower anyone experiencing a mental health problem. We campaign to improve services, raise awareness and promote understanding.

## Our values

### Open

We reach out to anyone who needs us.

### Together

We're stronger in partnership.

### Responsive

We listen, we act.

### Independent

We speak out fearlessly.

### Unstoppable

We never give up.

## Our ambition for the next four years

We are there for anyone who may need help or support for their mental health. This includes people who have received a medical diagnosis, and those who have not but are looking for help and support. It may be someone struggling in work, in their relationships or coping with a major life event. Or it may be someone with a diagnosed mental health problem, or someone sectioned.

By 2016, millions more people who have a mental health problem will have the support and respect they need and deserve.

We aim to create a new age for mental health, looking beyond long stay asylums and the chaos of community care, to a time where mental health and physical health are treated as equal issues, and people with mental health problems are equals in a society which recognises and accepts mental diversity.



# Our goals for 2012-16

To achieve this ambition, we have set ourselves five goals. A sixth goal describes the kind of organisation we need to become to deliver our ambition.

## A: Staying well

Support people likely to develop mental health problems, to stay well.

We want to have helped over one million people to stay well as a result of our resilience work.

## B: Empowering choice

Empower people who experience a mental health problem to make informed choices about how they live and recover.

We want to double the access to our information and support services, and to create an England and Wales-wide peer support network, so that people are empowered to make the right choices about seeking help.

## C: Improving services and support

Ensure people get the right services and support at the right time to help their recovery and enable them to live with their mental health problem.

We want state-funded services to be truly in line with people's needs, available as soon as they are required and of a consistently high quality. As part of that, Mind's own services will be the exemplars in this area, reaching more people across England and Wales with a wide range of services and a common core offer, all of a consistently excellent quality.

## D: Enabling social participation

Open the doors to people with experience of mental health problems participating fully in society.

By reducing stigma, and increasing opportunities to work and participate, we want to enable people with mental health problems to be equal citizens in our society, and to be confident in disclosing their mental health problem.

## E: Removing inequality of opportunity

Gain equality of treatment for people who experience both mental health and other forms of discrimination.

We want to support all people who experience multiple discrimination factors – that is, people who also experience discrimination on the grounds of their race, gender or sexuality as well as on the grounds of their mental health.

## F: Organisational excellence

Make the most of our assets by building a culture of excellence.

Our approach is to bring together the Mind network in England and Wales (local Minds, Mind Retail, the Time to Change social movement delivered in partnership with Rethink Mental Health, our national information and campaigning work), and our partners to create an unstoppable momentum for better mental health. At its heart is a wholehearted commitment to diversity, equality and full involvement of people who have experience to share.

# What we will do: our core programmes of work 2012-2016

## A: Staying well

- Research what works in helping people at particular risk of developing mental health problems, to develop resilience and maintain their wellbeing.
- Combine the best of what works into an intervention which can be delivered by local Minds and other partners.
- Support this by influencing public health policy to reduce environmental risk factors for poor mental health.

## B: Empowering choice

- Make far more widely available information which empowers people to make their own decisions about their mental health.
- Connect people with the peer support which works for them.
- Support local Minds to become a leading provider of personalised services.

## C: Improving services and support

- Campaign for the statutory sector to put the new all-ages Mental Health Strategy into practice, and commission and deliver excellent mental health services – in particular, to improve the capability of primary care to provide and refer to high quality services.
- Through the local Minds deliver excellent services and support for those in need, by developing the Mind network, fostering excellent quality standards, developing core services and providing grants.

## D: Enabling social participation

- Tackle drivers of poor public knowledge, attitudes and behaviour, amongst adults and children/young people, to reduce the stigma and discrimination experienced by people with mental health problems, via Time to Change.
- Foster opportunities for social leadership and participation by people with mental health problems, both via Time to Change and Mind's networks.
- Enable more people with mental health problems to gain the economic and social benefits of employment, via campaigning, consultancy and training.

## E: Removing inequality of opportunity

- Campaign for and develop better services for two groups with unmet needs, young African-Caribbean men and vulnerable migrants, so they can access the right services at the right time.
- Help other groups experiencing multiple discrimination to develop mental resilience and access culturally appropriate services and support.

## F: Organisational excellence

- Work with local Minds, Mind Retail and other networks to develop a 'One Mind' culture of excellence.
- Develop an integrated approach to marketing, income generation and supporter management, ensuring that we make the most of every opportunity to engage our supporters.

## Making it happen

We cannot do this alone, so our core principle is one of partnerships - some obvious, others unexpected and diverse, from inside and outside the mental health sector. We want to work with people who want to champion the cause of mental health in their sector and community, and who value the expertise that Mind brings from nearly 70 years of working in this field.

This strategy also has an indicative budget developed. It anticipates a growth in income raised across the four year period from a variety of sources.

## How we will know it's effective

Alongside this strategy is one of the most comprehensive monitoring and evaluation systems Mind has ever had. With the help of New Philanthropy Capital, we have established an evaluation system, to measure and increase the impact of our activities on the outcomes that matter to people, and to track the overall experiences of people with mental health problems. We intend to track and report on our progress annually.

We have also developed a parallel evaluation framework for local Minds to use. This will enable us all to share and aggregate outcomes data across One Mind, which will be invaluable in developing excellence throughout the network, and essential in marketing our services to commissioners and funders.

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