

# Guide 2:

## How will incorporating mental health outcomes benefit my organisation?

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Sport and physical activity for people with mental health problems: a toolkit for the sports sector



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## Guide 2: How will incorporating mental health outcomes benefit my organisation?

### This guide covers:

- How developing physical activity services that support and improve mental health and wellbeing can add value to your organisation.
- Key stakeholders in the health sector, and how to engage them.
- Common terminology used in the health sector.

### How can developing initiatives that support mental health and wellbeing benefit my organisation?

Approximately 1 in 4 people will experience a mental health problem in any given year,<sup>1</sup> so it is almost certain that people with mental health problems are already engaging with your organisation. By developing your resources and capacity to support people with mental health problems, and working in partnership with mental health sector organisations, you can strengthen your service in the following ways:

- By helping your existing participants look after the mental health of themselves and others.
- Physical activity programmes designed to support people with mental health problems can tap into the help, resources and recognition available through initiatives such as the Mental Health Charter for Sport and Recreation (see box below).
- By supporting the mental health of people with physical health conditions. Nearly half of people with a mental health problem also have a long-term physical health condition.<sup>2</sup> So if, for example, you deliver physical activity programmes that target people with diabetes or cardiovascular disease, then it is likely that a high proportion of these participants will also have mental health problem.
- Mental wellbeing is a key outcome in the latest government and Sport England strategies, so for organisations drawing funding from Sport England it will be useful to be able to articulate how you're supporting this outcome. Organisations drawing funding from Sport England will increasingly need to articulate how they will meet mental health outcomes within their work.

1 *Adult Psychiatric Morbidity Survey 2007* (England) Available at: <http://www.hscic.gov.uk/pubs/psychiatricmorbidity07> (Accessed June 2017)

2 Sport England (2016) *Mapping Disability: the facts*. Available at: <https://www.sportengland.org/media/3988/mapping-disability-the-facts.pdf>

When setting up a service to support people with mental health problems, it's best practice to work with mental health partners at an early stage. By doing so you will be demonstrating a willingness to support them to meet their goals, as well as your own. Benefits include:

- Engaging their service users to help you design and develop your service from the outset. This will help you to understand their aspirations, motivations and challenges, and the ways they can contribute to your service.
- An opportunity to align the outcomes of your service with those of the local mental health sector to foster positive working relationships, and to avoid duplication.

For information to help you decide how you can develop a mental health and physical activity offer, see guide 3 in [\*Delivering a sport and physical activity service: A toolkit for mental health providers\*](#).

## The Mental Health Charter for Sport and Recreation

The Mental Health Charter for Sport and Recreation sets out how the sport sector can use its collective power to tackle mental health problems and the stigma that surrounds them.

The Charter outlines six actions that the sport sector can take to help make mental health a better understood matter.

- Use the power of sport and recreation to promote wellbeing, with a special focus on encouraging physical activity and social interaction for their contribution to good mental health.
- Publicly promote and adopt good mental health policies and best practice within sports and recreational activities.
- Promote positive public health messages using diverse role models and ambassadors to reduce the stigma attached to mental health problems.
- Actively tackle discrimination on the grounds of mental health to ensure that everyone is treated with dignity and respect.
- Support the establishment of a pan-sport platform to work closely with the mental health sector to develop and share networks, resources and best practice.
- Regularly monitor performance, assess progress and take positive action on mental health issues.

Since the Charter was launched in 2015, 278 organisations\* have signed it to commit to tackling mental health stigma through physical activity.

\* Correct as of March 2017.

Action taken by signatories ranges from community initiatives such as England Athletics' [mental health ambassadors](#) programme, to national action such as the [Football Association's Time to Talk](#) films and Mentally Match Fit workshops. The Professional Players' Federations are also leading the way. For example, the Rugby Players Association's [#LifttheWeight](#) campaign highlights the resources available to support rugby players with some of the challenges they may face during and after their careers.

To find out more about the Charter and how you can get involved, visit the [Sport and Recreation Alliance](#) website.

## Who are the key stakeholders within the health sector?

When mapping your stakeholders, it's important to include people with mental health problems because their experiences can inform the services you offer. For example, they can help you manage and mitigate the barriers they face to being active. They can also help you find the activities that will interest them the most and advise you on the type of adaptations you can make to ensure they're inclusive and appealing.

Our toolkit [Delivering a sport and physical activity service: A toolkit for mental health providers](#) outlines ways you can engage people with mental health problems in your work. We have also developed an 'Influence and Participation' toolkit to support you to think about how you can involve people with experience of mental health problems in developing your physical activity sessions. This toolkit will be available on our website, summer 2017.

There are also a number of other key local and regional stakeholders\* you should think about engaging to maximise the impact of your service.

\* Please note that the names and forms of these stakeholders may vary between locations.

## Key stakeholders you could engage with

Type of organisation	Description	Potential support they can offer	Key stakeholders
Primary care	Primary care is likely to be a person's first point of contact with the NHS. This includes community based services such as GPs and Nurses, as well as Allied Health Professionals such as Pharmacists.	<ul style="list-style-type: none"> <li>• A referral partner who can identify patients who would benefit from physical activity and refer them to your sessions.</li> <li>• A source of advice and guidance on the type of support an individual with physical health conditions may need before engaging with your sessions.</li> </ul>	<ul style="list-style-type: none"> <li>• GP</li> <li>• General Practice Nurses</li> <li>• General Practice Managers</li> <li>• Community Psychiatric Nurse</li> <li>• Community Mental Health Nurse</li> <li>• Pharmacies</li> <li>• Health visitors</li> <li>• Clinical Commissioning Group (CCG) Mental Health lead</li> </ul>
Secondary care	If a person has received primary care and needs to seek further support, they may be referred to a specialist who has expertise on their specific issue. This is known as secondary care and it usually takes place within a clinical setting.	<ul style="list-style-type: none"> <li>• Promoting your activities and events.</li> <li>• A referral partner who can signpost clients to your sessions.</li> <li>• Link to local mental health networks.</li> <li>• Point of contact to signpost participants if they require further support.</li> </ul>	<ul style="list-style-type: none"> <li>• Psychiatrist</li> <li>• Psychotherapist</li> <li>• Therapist</li> <li>• Community Mental Health Teams</li> <li>• Early Intervention Teams</li> <li>• Crisis Resolution and Home Treatment Team</li> <li>• Children and Adolescent Mental Health Services (CAMHS)</li> <li>• Mental health inpatient teams (wards and hospitals)</li> <li>• Private mental health providers</li> <li>• Occupation Health teams</li> <li>• Psychological wellbeing practitioners (PWPs)</li> <li>• CCGs Local Authority lead</li> </ul>
Public health	Any measure that helps people to stay healthy, and protects them from threats to their health and wellbeing, which does not involve health services.	<ul style="list-style-type: none"> <li>• Ensure your service complements existing initiatives.</li> <li>• Promoting your activities and events.</li> <li>• Link to local health and wellbeing networks.</li> </ul>	<ul style="list-style-type: none"> <li>• Local Public Health teams</li> <li>• CCG Sustainability and Transformation Plan (STP) lead</li> </ul>

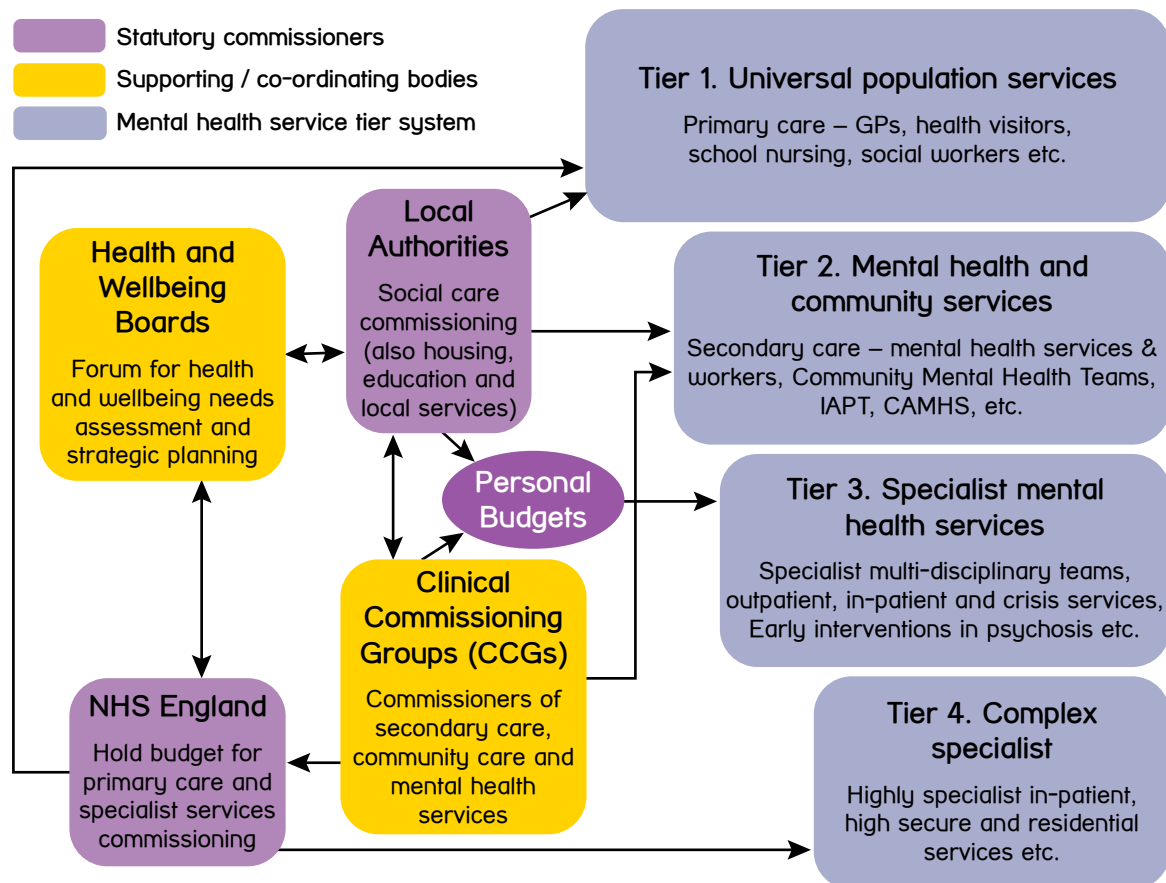
## Key stakeholders you could engage with

Type of organisation	Description	Potential support they can offer	Key stakeholders
Voluntary sector	Non-governmental organisations that are not-for-profit and operate to make a positive impact on society. The voluntary sector has a number of other names, which include the third sector, charity sector and not-for-profit sector.	<ul style="list-style-type: none"> <li>• In-depth information about mental health.</li> <li>• Resources and insight from programmes developed to support mental health through sport and physical activity such as <a href="#">Get Set to Go</a>.</li> <li>• Providing training courses including <a href="#">Mental Health First Aid</a> (MHFA) and Mind's <a href="#">Mental Health Awareness for Sport and Physical Activity</a> (MHASPA).</li> <li>• Point of contact to signpost participants if they require further support.</li> <li>• Trained volunteers who can provide peer support and mentoring to participants.</li> <li>• Opportunities to engage your target audience, during both the planning and delivery phase of your service.</li> <li>• Funding partner to help you access a broader range of funding streams.</li> </ul>	<ul style="list-style-type: none"> <li>• Mind</li> <li>• Rethink Mental Illness</li> <li>• Scottish Association for Mental Health (SAMH)</li> <li>• Together</li> <li>• Bipolar UK</li> <li>• CALM</li> <li>• Samaritans</li> <li>• Mental Health Foundation</li> <li>• Mental Health Matters</li> <li>• Young Minds</li> <li>• Student Minds</li> <li>• MindOut</li> <li>• National Survivor User Network (NSUN)</li> <li>• Faith groups</li> <li>• Community groups</li> <li>• Homeless charities</li> </ul>

There are also a number of other stakeholders in the health, voluntary and public sectors that can support the delivery of your sessions.

Children and Young People	<ul style="list-style-type: none"> <li>• Nurseries</li> <li>• Children's centres</li> <li>• Schools</li> <li>• Colleges</li> <li>• Adult education</li> <li>• Universities</li> </ul>
Local authority	<ul style="list-style-type: none"> <li>• Social care services – a series of video guides that explain how social care works can be viewed on the <a href="#">King's Fund website</a>.</li> <li>• Local authority run leisure services</li> <li>• Local authority teams working with diverse communities</li> </ul>
Housing	<ul style="list-style-type: none"> <li>• Housing associations</li> </ul>

As you'd expect, different health sector professionals don't work in isolation from each other. The diagram below shows a simplified picture of the relationships between stakeholders and how they interact. [The King's Fund](#) have also created case studies to illustrate how mental health services work with other public and health services.



Source: Sport England

## How do I approach key stakeholders within the mental health sector?

In guide 4 of the toolkit '*How do I identify and engage my key stakeholders?*', we looked at different approaches to engaging stakeholders. These included considering:

- The stakeholder's priorities and how your service can support them.
- The aims of your organisation and what you plan to achieve through delivering physical activity to support mental health.
- A clear idea of the type of support you would like in return.
- An easy way for them to contact you to discuss next steps.

A first step in ascertaining your stakeholder's priorities is to be aware of some of the strategies that are shaping their decisions. Some key strategies that are shaping the way mental health services are developed and delivered are highlighted in the table below.

National strategies	
Five Year Forward View for Mental Health (FYFVMH)	<p>Sets out a detailed 5-year plan for improving the mental health of people in England across all ages. Over half of the 20,000 people who contributed to the report (51.9%) wanted greater access to treatments and interventions, and almost one-third (32.9%) wanted a greater variety of treatment options. It also recommends physical activity as an intervention to support people with mental health problems who are at a greater risk of poor physical health.</p> <p>The full report and associated documents can be found on the <a href="#">NHS website</a> and a summary can be downloaded from the <a href="#">NHS Confederation</a>.</p>
No Health Without Mental Health	<p>A cross-government mental health strategy that sets out six objectives to improve the mental health, wellbeing and outcomes of people with mental health problems.</p>



Mental Health Crisis Care Concordat	A national agreement between local services and agencies involved in the care and support of people in mental health crisis. It sets out how organisations will work together better to make sure people get the help they need.
Future in mind	A government report, which sets out recommendations to better support children and young people's mental health.
Together for Mental Health	10-year strategy to improve mental health and wellbeing across Wales.

Local and regional strategies	
Health and wellbeing strategy	Determines the key health priorities in your area. A guide to health and wellbeing strategies is available on the <a href="#">UK government website</a> .
Sustainability and Transformation Plan (STP)	Brings together all parts of the health economy, to show how they are planning to implement the NHS' Five Year Forward View, which includes the Five Year Forward View for Mental Health. More information about STPs can be found on the <a href="#">King's Fund website</a> .
Suicide Prevention Plan	<p>A multi-agency approach to plan to prevent suicide in each local authority. The lead will be different in each local authority – i.e. in one it could be the local authority, in another it be the police or the CCG.</p> <p>You can find more information on the <a href="#">UK government website</a>.</p>

## Devolution agenda

If a region has devolved powers, (such as London and Manchester), the Mayor will be able to create their own strategies to deliver services.

The powers vary between regions so it's important to find out what their Mayor is responsible for, and whether this presents an opportunity for local engagement.

More information about devolution can be found on the [LGA website](#).

[Sport England's website](#) also provides information about local health structures and links to resources to help you engage them.

There are also a number of existing national campaigns and initiatives aimed at improving public health and wellbeing.

- Public Health England's [One You campaign](#)
- [CSP Network Workplace Challenge](#)
- Ambitions to improve and support the [health and wellbeing of NHS staff](#).

It is worth considering how your service can complement and integrate with these schemes to maximise your resources and strengthen your impact.

## Common terminology used in the mental health sector

Like all sectors, there are a lot of terms frequently used within the mental health sector that might be unfamiliar to you. The following table defines some of the more commonly used terms. This is not an exhaustive list and more information can be found on [Mind's information pages](#).

<b>Lived experience</b>	A person who has their own experience of living with a mental health problem. This term is most commonly used when involving people with experience of a mental health problem in work that will influence the development of new or current services / projects.
<b>Improving access to psychological therapies (IAPT)</b>	A programme offering talking treatments for common mental health problems, such as anxiety and depression. This programme is also called 'psychological services (IAPT)' in some places.
<b>Psychological Wellbeing Practitioner (PWP)</b>	A Psychological Wellbeing Practitioner works within the Improving Access to Psychological Therapies (IAPT) service. They are trained to deliver talking treatments to help people understand and manage their emotions and behaviour.
<b>Early intervention teams (EITs)</b>	An early intervention team (EIT) works with anyone aged 14–35 who is experiencing a first episode of psychosis or is at significant risk of doing so.
<b>Clinical Commissioning Group (CCG)</b>	Clinically led statutory NHS bodies responsible for the planning and commissioning of health care services for their local area.
<b>Community psychiatric nurse (CPN)</b>	A registered nurse with specialist training who works with people who receive community-based mental health care (i.e. care outside of hospital). They are also known as Community Mental Health Nurses (CMHNs).
<b>Care Plan</b>	<p>A plan developed between a person and a team of mental health professionals, which outlines how their care will be coordinated.</p> <p>Part of the care plan includes mitigating any risks to the individual's wellbeing and detailing the support in place if they reach mental health crisis.</p>
<b>Crisis services</b>	<p>A mental health crisis is when a person feels that their mental health is at breaking point. Any service that is available at short notice to help someone resolve their crisis or to support them while it is happening can be described as a crisis service.</p> <p>Further information can be found on <a href="#">Mind's website</a>.</p>

<b>Crisis Plan</b>	<p>A crisis plan highlights the support an individual might need if they're in a mental health crisis. The plan can include information about recognising early signs that a person is approaching a mental health crisis and advance treatment statements, including their preferences, and childcare arrangements.</p> <p>If the crisis plan is developed in conjunction with mental health professionals then it is called a joint crisis plan (JCP).</p> <p>More information about crisis planning can be found on <a href="#">Mind's website</a>.</p>
<b>Recovery college</b>	<p>A place where people with lived experience can work together to design and attend courses that would not typically be offered in other educational settings e.g. courses in understanding recovery and peer support training.</p>
<b>Comorbidity</b>	<p>When someone has more than one physical or mental health problem at the same time.</p>
<b>Secure mental health services</b>	<p>Specialist services providing treatment for adults with mental health problems who are at significant risk of harming themselves or others. Patients are detained under the <a href="#">Mental Health Act 1983</a>.</p>
<b>Forensic mental health service</b>	<p>These services are for people who may pose, or who have posed, a risk to others. Patients may come from prison or general psychiatric service.</p> <p>A short explanatory video is available on the <a href="#">South London and Maudsley NHS Foundation Trust website</a>.</p>
<b>Approved Mental Health Professional (AMHP)</b>	<p>Mental health professionals who have been approved by a local social services authority to carry out duties under the <a href="#">Mental Health Act 1983</a>. They are responsible for coordinating a person's assessment and admission into hospital if they are <a href="#">sectioned</a>.</p>
<b>Mental Health First Aid (MHFA)</b>	<p>A short course that helps you learn how to identify, understand and support someone who may be experiencing problems with their mental health.</p> <p>Further information can be found on the <a href="#">MHFA England website</a>.</p>
<b>Mental Health Awareness for Sport and Physical Activity (MHASPA)</b>	<p>A three-hour awareness course aimed at sport and physical activity providers, coaches, sports administrators, front of house staff and volunteers.</p>

## Case Study: Tees Active give an account of their partnership with Middlesbrough and Stockton Mind

Tees Active is a charitable leisure management organisation with responsibility for leisure facilities within Stockton-on-Tees. We run a programme called Club 55, which supports inactive adults aged 55+ into physical activity with the aim of improving their physical and mental wellbeing.

We decided we wanted to improve our organisational knowledge and understanding of mental health problems so that we could make sure our services were inclusive. We reached out to Middlesbrough and Stockton Mind who were happy to work in partnership with us.

As a result of this partnership, we have been able to offer Middlesbrough and Stockton Mind's Get Set to Go participants free activities and sessions at our facilities. We programmed these for the afternoon to make them convenient for Middlesbrough and Stockton Mind's participants, and to make use of our facilities at traditionally quiet times of the day. In return, Middlesbrough and Stockton Mind delivered workshops for our staff and coaches to improve their awareness of mental health.

Through this partnership we've also learned some innovative ways of helping participants overcome some common barriers to getting active. For example, Middlesbrough and Stockton Mind's Sports Coordinator photographs the door of any new facility that their participants may need to go through to access an activity. This then gets shown to participants, which helps alleviate some of their potential anxieties around getting involved in activities in a new setting.

The strength of the partnership between Tees Active and Middlesbrough and Stockton Mind is a result of the strong and positive personal relationships both organisations have worked to build, and the fact that we are each able to help the other improve our services.

Allan McDermott, Sports Academy Manager, Tees Active

## What is social prescribing?

Social prescribing is a way for healthcare professionals to refer people to services in their community that do not take place within a traditional medical setting, such as a hospital or a GP practice. Examples include exercise classes, gardening sessions or art groups. Social prescribing acknowledges that a person's health is affected by a wide range of factors in addition to medical causes, such as social, environmental and economic factors. In doing so, it complements any existing treatments a person may be undergoing and helps to address their needs in a holistic way. It also gives the person a greater choice of treatment options and can help them to better manage their condition and build social ties within their community.

## Case Study: GLL's Healthwise programme

Healthwise is a 12-week GP referral programme designed to support inactive people with long term medical conditions in becoming more active. It's run by GLL, a charitable social enterprise that provides community leisure and fitness facilities in partnership with more than 30 local councils across the country.

Healthwise members receive an individually tailored programme from staff who are trained in behaviour change techniques - this helps them start building activity into their lives. They are offered access to classes and courses designed to help them manage and even improve their condition. Participants who successfully complete the programme are also offered a heavily discounted membership over a three year period to encourage them to be physically active long term.

The time taken to understand each member's aspirations and their barriers to becoming active are critical to the success of the programme. Every person who signs up to Healthwise has an initial consultation with a member of staff to discuss their relevant medical history and current physical activity levels, they then have a follow-up when they have completed the programme.

Healthwise staff offer members the opportunity to review their progress during multiple stages in the programme to discuss whether their requirements. Staff are also trained in Mental Health First Aid, so they have in-depth knowledge about mental health and can guide members to specialist services who can provide further support.

The Healthwise programme can adapt to the needs of the individual throughout the programme, quickly responding to any changes and, by doing so, enhance the member experience.

**"I've found the support and encouragement to go back to swimming that was provided by this initiative invaluable in helping me overcome my mental health challenges, and have started to feel more like the old me again. When I prioritise my swimming and general health over the demands in the rest of my life, I feel a lot better. It has made all the difference."**

Healthwise participant, Oxfordshire

The National Institute for Health and Care Excellence (NICE), who decide which drugs and treatments are available on the NHS, recommend physical activity as one of the first treatments for mild-to-moderate depression. More guidance on the treatments available for mental health problems are available on the [NICE website](#).

More information about social prescribing can be found on the [King's Fund](#) website.