



Building on change:
Mind's 2016-2021
strategy

We're Mind, the mental health charity

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

**Mind brought me
back from the edge...
they helped me
change the course
of my life.**



On reflection

The past four years have been an extraordinary time for Mind.

Together, we've achieved more than ever before. In 'Unstoppable together' we set out our strategic plan for 2012–2015. It moved us closer to our ultimate goal of everyone with a mental health problem having the support they need and respect they deserve. This ambitious plan formed the first stage in our journey to achieving our goal.

In just 4 years,
opinions about
mental health
are shifting.

- > Stigma is reducing and awareness and understanding are growing, with a 6% improvement in attitudes towards mental health since 2011.*
- > Mental health is firmly on the political agenda.
- > More and more people are sharing their experiences.

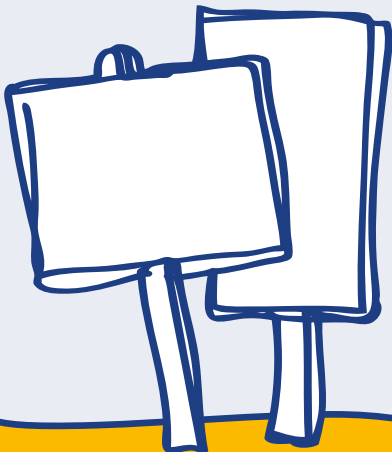
*The 2014 Attitudes to Mental Illness Survey (prepared for Time to Change)

In just 4 years,
we've helped
ensure:

- > a commitment from the NHS in England to implement 58 recommendations from its mental health taskforce, including making sure people's mental health and physical health are treated equally by 2020
- > a move to end face down restraint in health and adult care settings in England
- > the first ever access and waiting time standards for mental health in England
- > a new strategy for suicide and self-harm prevention for Wales.

Since 2012,
because of
Mind:

- > millions of people receiving advice and support from our helplines and specialist information
- > 27,000 people accessing peer support from our online community Elefriends
- > over 375,000 people receiving help in their local community in England and Wales each year
- > 325 organisations pledging to improve workplace wellbeing and 15,000 organisations and individuals asking us for workplace training and information.



People need Mind more than ever

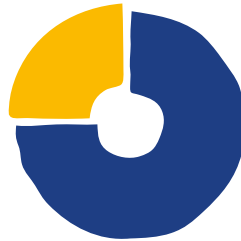
We're proud of our achievements and our progress, but fundamental challenges remain.



1 in 4

people will experience a mental health problem in any given year.¹

It is estimated that
only 25%



of people with mental health problems receive support each year.



57 million

prescriptions for antidepressants were administered at a cost to the NHS of over £262 million – an increase of 46% since 2012²

During the last parliament, funding for mental health services in England was cut, in real terms, by 8.25% – that's almost

£600 million³



50%

of people wait over 3 months for talking therapies and over 105,000 people spent time in hospital because of their mental health⁴



Around 5,140 people

took their own lives in England and Wales in 2013, an average increase of 4% since 2012 with a 23% rise in Wales⁵



¹ Adult Psychiatric Morbidity Survey 2007 (England)

² Health and Social Care Information prescribing reports 2014

³ The Mental Health Policy Group (2014) Improving England's Mental Health: The first 100 days and beyond

⁴ Mental Health Minimum Dataset (MHMD) Annual report 2013-14

⁵ The Office for National Statistics. Suicides in the United Kingdom: 2013

Looking to the future

This is a unique moment for mental health, and for Mind.

It is a time for ambition - to look ahead and ask fundamental questions about what the future can and should look like for everyone with a mental health problem. Now, in this second phase of our strategic journey, through our work in England and Wales, we're 'Building on change'. We're harnessing the momentum we've generated and delivering significant transformations. We will be there for everyone needing help or support for their mental health; whoever you are, wherever you are, whatever it takes.

Developing the strategy

The unique experiences and views of people with mental health problems are at the heart of everything we do. A lived experience sounding board helped us shape our new strategy. As we've been doing for many, many years, we'll continue our conversations with our members, supporters and volunteers throughout 2016-2021 and continue to help them make their voices heard.

Developing Mind and the Mind network

To deliver our ambitions, we need an effective and efficient organisation. We'll continue to work with our network of independent local Minds. Each one delivers excellent services that recognise and respond to their community's needs. Local Minds have created a plan for the local Mind network. It links to 'Building on change' to strengthen all of our partnerships and give us shared goals.

With around half of Mind's staff having personal experience of mental health problems, our plans for 2016-2021 include building a truly supportive working environment that demonstrates the values we believe in and is a beacon of best practice.

To achieve our ambitions we know that we need to raise money responsibly and spend wisely. We will continue to work with a broad range of income streams to ensure we are sustainable, and monitor spending.

Evaluating our work

We're committed to measuring and understanding our impact, making the most of our resources and achieving outcomes that matter to people. We have developed an Impact and Evaluation framework, enabling us to learn lessons for continual improvement. It also allows us to evidence the high quality, collective impact of local services to demonstrate how we make a difference. We're committed to being transparent about our work and how we raise and spend our money so everyone can be confident that we're acting responsibly and investing our resources wisely.



Our work for 2016-2021

Between 2016 and 2021, we're 'Building on change' by working across 5 areas.

1 Services and support

- > We will hold the NHS to its promise of treating mental health and physical health equally by 2020, and government to account on commitments to implement NHS England's 2016 taskforce recommendations from the 'Five year forward view for mental health'.
- > We want everybody, everywhere, to have a positive first experience of community services and crisis care. Our focus will be to develop and test innovative community services, and improve access and support to high quality, 24/7, life-saving crisis care for all.
- > We will campaign to secure increased funding for high quality services and work with local partners to support the commissioning of more effective local services. This includes supporting the expansion of Mind services to meet local demand, enabling local Minds to contribute to the delivery of timely access to talking therapies within 28 days of referral.
- > We will support the development of more services that tackle the inequalities faced by people who are most vulnerable and most in need.

2 Empowering choice

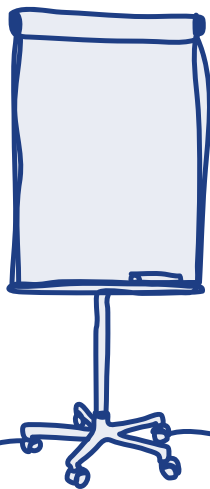
- > We want everyone to have access to high quality mental health information in a way that suits them; we will prioritise integrating digital, telephone, text and face-to-face information services across Mind's network of charity shops, local Minds and digital networks.
- > We want everyone to feel empowered to navigate what can be a complex journey through mental health services. We want to see increased and sustainable funding for these vital services. The local Mind network will deliver more one-to-one support services, including new initiatives for those who need them most.
- > Building on knowledge and learning from work in our previous strategy, we will support the increased availability of high quality peer support, both digitally and face-to-face. Our local Mind network will provide peer support for 100,000 people by 2021.

3 Social participation

- > We've seen huge improvements in public attitudes and behaviour towards people with mental health problems. Through Time to Change, our anti-stigma programme run in partnership with Rethink Mental Illness, we want to achieve at least a further 5% improvement over the next five years.
- > We will continue to grow a range of opportunities so more people with mental health problems can use and grow their talents and experiences within Mind and in their own community.
- > We want people with mental health problems to have better experiences and results when using all types of services and support. In doing so, we will work with partners who provide services, information and support on issues including disability, social justice, housing and homelessness so more people have the things they need to live independently. Through these partnerships, we will improve access to safe places and services that are there for anyone when and where they need them most.

4 Staying well

- > By 2021, we will support a million people to have good mental health at work. We will establish a Workplace Wellbeing Index supporting employers to consistently improve workplace wellbeing.
- > Through tailored, evidence-based services and products, we will reach 500,000 people, including young people, who are at risk of developing mental health problems, by helping them build their resilience.
- > Improving the wellbeing of local communities will require increased public mental health investment. Influencing the opinions of the people who commission these services will be a priority over the next 5 years.



5 Removing inequality

- > People who experience mental health problems can often face other forms of discrimination, for example, because of their race, religion or sexuality. These multiple disadvantages can make accessing appropriate services and support even more challenging. We will speak out on these issues across all our areas of work.
- > We will make it impossible to ignore the inequalities faced by anyone experiencing multiple disadvantages when accessing community and crisis care.
- > We will make significant progress in tackling the stigma and discrimination that prevent people who experience multiple disadvantages from accessing services.
- > We will support the development of integrated services for people with multiple complex needs, including those with experience of homelessness, substance misuse and the criminal justice system.

Making it happen

We cannot do this alone. To achieve our ambition we work in partnership with lots of people and organisations. We'll continue to do this in 2016-2021 with our local Minds, volunteers, campaigners, supporters and donors. We'll continue to work with partners from across the mental health sector and a broad range of organisations and individuals from the wider world.

Mind, 15-19 Broadway, Stratford, London, E15 4BQ
020 8519 2122, contact@mind.org.uk, mind.org.uk

 @MindCharity  [mindforbettermentalhealth](https://www.facebook.com/mindforbettermentalhealth)  Follow us on LinkedIn
Infoline 0300 123 3393, Text 85453, Email info@mind.org.uk
Mind is a registered charity No. 219830