It’s Time to Talk about Mental Health issues

Dr James Palfreman-Kay, Equality and Diversity Adviser, Bournemouth University
David Corbin, Equality and Diversity Manager, Dorset HealthCare University NHS Foundation Trust
Angela Warren, Carer and Service User Co-ordinator, Bournemouth University
Why are we here...

• The aim of this presentation is to share the journey that Bournemouth University, Dorset HealthCare University NHS Foundation Trust and other partners have taken since 2011 to produce a series of videos on mental health issues
Why did we create the videos?

- Put into practice the Time to Change organisational pledge commitments
  - Dorset HealthCare (signed 2009)
  - Trust received University status (2010)
  - Bournemouth University (signed 2011)
- Supporting you and your mental health video
- World Mental Health Day/Eating Disorder week events
  - Time to Change posters, postcards, bags
  - Film screenings
  - 5-a-side football tournament
  - Local charities coming to BU to talk about services/support
Why did we create the videos?

• Dorset Time to Change group
  - Harnessing efforts of individuals with lived experience, carers, Third Sector & statutory organisations into one cohesive, robust, local campaign
  - Focused on raising public awareness & understanding, tackling stigma and encouraging social contact

• We wanted to give people the opportunity to talk more openly about mental health issues
Why did we create the videos?

• Responding to feedback from BU World Mental Health Day and Eating Disorder Week campaigns

“(I will) Consider my choice of language better, e.g., calling people 'nutter’ or crazy in jest can actually be quite offensive to some people.” (Staff)

“Thank you so much for a brilliant talk this week at Bournemouth university. I am a XXX student with my own lived experience of eating disorders and self harm. I can proudly say that you had a powerful effect on some of the students who attended from my class.”

“I think it really has raised awareness….some of my students have recently disclosed mental health issues with me and it means that we can support them fully.” (Staff)

“I used some of the ideas we discussed and I haven't cut for a week.” (Student)

“Thank you for taking the time to talk to us. We feel somewhat less alone now and realise the importance of looking after ourselves as
Why include the lived experience? (Angela’s perspective)
Sharing some of the work (lived experience)

- Time to Change Dorset films
  - Speaking up - Time to Change Dorset (TtC) Film 1

- Eating Disorder videos
  - Recovering from an eating disorder: hope, strength and life

- Over 7,000 people have watched the Time to Change Dorset films (Published May 2013)
- Over 6,000 people have watched the Eating Disorder films (Published June 2015)
How did we create the videos?

• Brief developed in partnership with BU staff and the Trust

• Participants
  - Eating Disorder service
  - BU students
  - BU staff
  - Community contacts

• Ethical/Legal Services approval

• All participants had the opportunity to review the work

• Funded by BU, Trust, Help and Care, Healthwatch Dorset

• Participants had the opportunity to comment on the titles for the videos
Sharing some of the work (lived experience of carers)

• Thorough the previous work (including feedback) we realised we needed to share the voice of carers

• Two videos capture the voice of carers
  - Becoming a Mental Health Carer video
  - Being a Mental Health Carer video

• One video featuring a conversation between a carer and professional
  - Common Sense Confidentiality video

• Submitted as an example of sector-leading and innovative practice in advancing equality and diversity
What difference have the videos made?

1. The conversations have continued. . . .
   • Work colleagues
   • Students – Bournemouth University and Schools
   • Radio
   • Mental Health Awareness week:
     - Continue to learn more
     - Knowing I’m not alone..
     - Give people the opportunity to talk

2. The personal impact. . . .
What difference have the videos made?

• Learning for Trust Staff
  - Service Users on Trust Induction
  - Service delivery and development

• Learning from people about their experiences of treatment in services
  - Peer Specialist Training
  - PALS
  - Service Test

• Sharing and developing better ways of working and engaging with the Dorset community
  - Encouraging conversations about Mental Health
  - Hidden Talents Staff Network
  - Armed Forces Community

• Videos contributed to the clinical services review consultation
What difference have the videos made?

• Increase in individuals talking about mental health issues
What difference have the videos made?

• I thought the videos were great and I was particularly interested in the videos that featured the men, due to my own husband’s experiences. It would be good (if any more films are being made in the future), to include younger men (in their 20s or 30s) talking about their experiences. From my husband’s own situation, I know he's found it very hard to tell people about his depression as from his perspective it's seen as a 'female' mental illness. Other men opening up about their experiences would be really helpful.

(Time to Change Dorset films)
What difference have the videos made?

• “I watched the video with a young girl who is just embarking on recovery after a long period of time with anorexia and a couple of admissions to hospital. She cried at the end of the recovery video and was particularly affected by the piece where Abi says she refused to be robbed of her life any more. It had a really big impact on her.” (Eating Disorder Videos)
Contact details

Dr James Palfreman-Kay, Equality and Diversity Adviser, Bournemouth University. Email: jmpkay@bournemouth.ac.uk. Tel: 01202 965327. Twitter: @EqualityatBU

David Corbin, Equality and Diversity Manager, Dorset HealthCare University NHS Foundation Trust. Email: David.Corbin@dhuf.nhs.uk. Twitter: @DDrdk

Angela Warren, Carer and Service User Co-ordinator, Bournemouth University. Email: awarren@bournemouth.ac.uk Twitter: @Angiecog