Mental health and wellbeing for all
West Kent Mind's 2016 ~ 2021 strategy
Summary

Mental health and wellbeing for all

At the start of this plan 1 in 6 adults at any one time and the equivalent of 3 children in every class will have a mental health problem. Suicide is the leading cause of death for men aged under 50. Over the past 5 years we have seen big increases in the number of people seeking our advice and support.

In the light of consultation, feedback and evidence, we have developed a plan which positions West Kent Mind as a key resource for better mental health and wellbeing for all. Our aims are prevention, early intervention, support, social inclusion, and opposing stigma and discrimination. These aims are underpinned by our values and our focus on quality.

Our strategy is for growth. As we grow we will reach out to different people, communities and cross-sector partners. Together we will work for positive change.

The strategic plan begins with our vision, mission and values. Following a brief look back over the past 5 years, we then set our key aims for the next 5 years and explain how we will achieve them.

We're West Kent Mind

Your local mental health charity

Our vision

We want a society where everyone with a mental health problem can lead the life they want to lead, free from stigma and discrimination.

Our mission

To work with and on behalf of people with mental health problems, ensuring their fair and equal treatment, and to promote better mental health for all.

Our values

- Client centred
  The individual needs and aspirations of people come first
- Choice
  More is achieved when people have choice and feel empowered
- Community
  Communities are crucial to achieving social inclusion
- Partnership
  We achieve more in partnership than we can alone
A brief look back...
The last 5 years 2011 ~ 2016

Community Wellbeing Services
34,100 attendances
100% said the service had helped their wellbeing. 52% said the service had reduced their use of NHS services.
“I was virtually housebound before I started at West Kent Mind. It has been an absolute lifeline.”

Training, awareness raising, events
10,000+ people reached across Kent
93% rated their courses as very good or good.
“The best course I ever attended. I have come away feeling confident and empowered.”

New in 2015
Mind fitness for children and young people
Almost 5,000 reached in year one
92% reported positive outcomes.
“I have learnt to keep calm, stay positive and talk to people if you feel down or depressed.”

Rated top grade 3 for quality
Described by the independent auditors as a:
“...learning organisation, an inspiring place to be and an exemplary local Mind

Counselling
4,300 sessions
“It’s the best thing I have ever done. Brilliant!”
Mind is my lifeline, my first call point when things get tough. The advice and support they give me has been lifesaving and essential to my recovery.
Our strategic aims 2016 ~ 2021

Over the next 5 years we will:

Work with more people experiencing mental health problems in ways that meet their individual needs, hopes and aspirations

To achieve this aim we will:

- Offer a broad range of person-centred support options to meet different needs, hopes and aspirations.
- Increase access to support in places and at times where there are few if any community-based support options.
- Offer more targeted services and/or peer support for people at different stages of their life – for example children, young people, parents/carers and older people.
- Increase peer support options.
- Support more people as they transition from child, adolescent or adult mental health services into the community and towards independence.
- Increase access to support for people who feel they are in crisis and have nowhere to turn.
- Ensure people with long-term and/or complex mental health problems are supported to live well and independently in the community.

Expand our early intervention and prevention work

To achieve this aim we will:

- Offer support options for people at risk of developing mental health problems - for example people undergoing transitions such as job loss, divorce, bereavement, leaving care, having new caring responsibilities, retirement, or developing a long-term physical condition.
- Further develop and expand our early intervention and prevention work with children, young people, their families and support networks (MH4 Schools).
- Increase and further develop our workplace wellbeing support packages (MH4 Business).
- Develop projects with communities to reduce loneliness and social isolation.
- Promote the Six Ways to Wellbeing and other activities/life choices known to increase physical and mental wellbeing.
Encourage stronger, more inclusive, better connected and stigma free communities

To achieve this aim we will:

- Increase understanding, skills and knowledge through training and awareness raising so that more people feel confident to support someone experiencing a mental health problem.

- Reduce the stigma and discrimination experienced by people with mental health problems through training, awareness raising, anti-stigma events and regular communications and media presence.

- Increase the social inclusion of people experiencing mental health problems through community projects involving people with and without mental health problems, and by increasing access to opportunities such as work, education, social networks and volunteering.

- Develop and/or work with a network of community champions/leaders to raise awareness, reduce stigma and discrimination, and increase social inclusion.

Deliver high quality services with a focus on outcomes

To achieve this aim we will:

- Continue to recruit high calibre staff and volunteers who are trained and supported to carry out their roles and who are committed to the delivery of our mission and strategic plan.

- More than meet the rigorous quality standards set by national Mind.

- Listen to and work with key stakeholders and partners to ensure we always add value and fill gaps in services.

- Involve people with lived experience of mental health problems in every aspect of our work, and in particular the planning, development, delivery and evaluation of services.

- Continue to offer innovative solutions underpinned by evidence to ensure the best possible outcomes for our clients, stakeholders and partners.

- Pilot carefully considered new approaches and share our findings widely.
Achieve growth and sustainability

To achieve this aim we will:

- Submit high quality bids for grants, contracts and subcontracts in line with our strategic aims, vision, mission and values.
- Increase our range of spot purchase options, including individual support for people with a budget.
- Further develop our packages of commercial services with targeted marketing to maximise sales.
- Increase our donor and supporter base, and our community engagement.
- Consolidate and further develop services under our registered trade mark MH4.
- Improve coverage across our geographical area.
- Increase our cross-sector partnership work.
West Kent Mind

34 St John's Road
Sevenoaks, Kent
TN13 3LW

01732 744950
hello@westkentmind.org.uk

www.westkentmind.org.uk
twitter @westkentmind
facebook facebook.com/WestKentMind

Mind Infoline 0300 123 3393

We're Mind, the mental health charity. We're here to make sure anyone with a mental health problem has somewhere to turn for advice and support.

Our registered charity number is 1044977.