

# DEVELOPING A MENTAL HEALTH STRATEGY

## Using Co-production



North East Lincolnshire Health and Care Partnership



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# CO-PRODUCING THE NEL HEALTH CARE PARTNERSHIP - MENTAL HEALTH STRATEGY WITH SUPPORT FROM RETHINK MENTAL ILLNESS

## AIMS AND AMBITIONS

The aim was to write a mental health strategy for the North East Lincolnshire Health Care Partnership in a co-produced way with the support from the Expert by Experience (EBE) Leaders panel at Rethink Mental Illness in North East Lincolnshire. The initial idea was to hold an event to gain feedback. This was completely handed over to the EBE leaders to plan and organise, with support from the Health Care Partnership via budget and administration functions such as room hire.

## WHO WAS INVOLVED

LOUISE FADINA - Programme Director, HCP

NICOLA CARROLL - Admin support

KATRINA GOODHAND - Co-Production Manager Rethink Mental Illness

## RETHINK EXPERT BY EXPERIENCE LEADERS

SAM O'BRIEN

REBECCA CLARKE

MARC ENGLAND

SARAH WRIGLEY

ALICIA CLARKE

PAM BENDLE - Lived Experience

## PLANNING THE EVENT

### FIRST STEPS: THE WHAT? WHEN? AND WHERE?

The EBE Leaders had a meeting with Katrina to look at what was to be achieved and how they would go about it. This was a new project and trust was being placed with them to deliver. They were keen to meet the challenge and surpass expectations. They started with a blank sheet of paper and went through the worst possible event anyone could attend and decided that theirs would be better, different and more welcoming.

The worst list included:

Poor toilet facilities / no disabled facilities or access / too many PowerPoints / no free parking / too many acronyms and jargon / charts and statistics not meaning anything / an unwelcoming room / people talking at the front and never listening / people boasting about their brilliance at the front / rushed feedback / not feeling able to speak freely / not getting a chance to speak / no lunch / not human / Table hosts who know what is coming / decisions already taken / no agenda / people not listening.

The plan going forward would be to present an event that was the opposite of this list of worst events.

Using this list the venue was planned as Centre 4 where there are excellent facilities, the room would be bright and welcoming and there is easy free parking.

The date: This was agreed to be a sufficient number of weeks away for effective planning to take place and also to fit in with diaries. Friday 3<sup>rd</sup> of February was chosen and the room booked.

Timings: As the list had included a need for time to feedback the event was planned as a full day to cover a lot of content and gain ample feedback.

## **NEXT STEPS : THE AGENDA**

The EBE Leaders were asked to write the agenda and they talked about the community and even some professionals not understanding what Co-production actually is, why it is important, what is a strategy and why that is important, capturing what people want to see in a strategy, but expecting that people with lived experience might want to talk about bad experiences rather than plan for the future.

## **WHAT IS CO-PRODUCTION:**

Katrina had already written 'all about the cake' for Rethink so the EBE Leaders decided this might be a good presentation to use as it was in very simple terms and we could use actual cakes. The presentation talks about the difference between Marketing, Consultation, Engagement and Co-production. At this point the decision was taken that the event would be a PowerPoint free zone. Death by PowerPoint had been mentioned several times on the worst list, so instead this would be presented like a mini play / narrative by Katrina and the EBE Leaders using actual cakes.

## **WHY IS CO-PRODUCTION IMPORTANT:**

The next obvious step would be to say why co-production is important and as co-production is all about listening to and including patients / service users in decision making, the joint decision was taken to talk about a time through each of their journeys when they didn't feel listened to. They decided to write case studies. Some of them were very moving so they decided between them to read one another's case study on the day. We discussed perhaps recording them and playing them, but the EBE Leaders decided that it would be more impactful if they read them and they didn't want people staring at a screen during the day - at all. After a couple of read through's they decided there should be a positive on the back of each case study so that they could 'turn the page' and look forward.



## THE RIBBONS:

They discussed what would come next and decided on statistics being important to people, to know why an ambitious strategy was needed. One of the EBE leaders suggested a ribbon could be placed on chairs to represent one person who would have a mental illness in the room. As 1 in 4 would experience it, every 4<sup>th</sup> chair could have the ribbon. Then looking over other statistics provided and researched by the EBE's, more ribbons and topics could be covered in the same way. The EBE's themselves had experience and an interest in some of the topics so were keen to see the numbers turned into people. They decided that the people with a ribbon should stand up so that everyone around the room could see how many people the ribbons represented. We talked about triggers and worried about the numbers and ribbons, but the EBE's felt the numbers should be moving and impactful. What we did decide to do instead was make all of the numbers national ones, not NEL or Grimsby. This would reduce the closeness / personal impact of the numbers and it was also clear from the agenda that dementia & suicide would be discussed at the meeting.

## THE TABLE TOP EXERCISES:

The EBE Leaders appreciated that people would want to have the chance to speak about issues and get them heard, but also be encouraged to move on and look to the future and improvements. There was a need to capture priorities and short, medium and long term solutions / innovations, but not always be harking back to problems and issues.

The decision was taken to do the same for the strategy as had been done for the event. Get all of the bad comments and experiences captured and then use them as a way of identifying what excellent could look like. They could also be used to identify the priorities for people with lived experience. They decided a clean page or 'turn the page' was a good way of moving on and capturing excellent. The clean page could start by using the priority headings carried forward and that could help the discussion to become the opposites and from then onwards only positive forward thinking would be captured and fed back.

## EXERCISE 1:

Capture the bad and identify the priority headings. Allow everyone around the table to say what their bad experience was, or imagine what awful or bad would look like. List it and find out what themes are developing. What are the priorities?

## TURN THE PAGE:

Using headings what would excellent look like? What would be Utopia? What is already excellent? What would take 1 year to implement? What would take 2 - 5 years to implement? What would take 10 years or more?

## THE FEEDBACK:

The EBE's decided to allow discussion to continue after lunch rather than rush it whilst everyone was sitting with a rumbling tummy. After lunch the feedback would be about only the positives and time frames and each table would be given the time to feedback properly.

## EXERCISE 2 - THE 5 AFTERNOON TOPICS:

The EBE Leaders were asked to also collect feedback for 5 specific topics - Dementia pathways, suicide prevention, youth mental health, early intervention and mental health crisis services, for this and other strategies being planned. They allocated 20 minutes for each topic recognizing that this would be a Friday afternoon and that there were already other meetings where the topics were being discussed. There was not sufficient time to cover all of them as in-depth as the start of the day so rather than thinking about the worst then turning the page, they decided it would save time to just think about the positives and the future for each topic heading.



**FEEDBACK AND NEXT STEPS:** The day would end with Louise from HCP feeding back what next steps would be and ensuring everyone had an opportunity to receive feedback if they wanted it. There would also be an opportunity to comment on the event.

The EBE Leaders didn't want long winded feedback sheets, the event was for people with lived experience to have their say and by the end of the day they would be ready for the off. They wanted them to be non-intimidating and anonymous, so a simple post-it note with a comment stuck to a flipchart on the way out would suffice so that is what was planned.

## PLANS FOR THE BIG DAY:



Invitations made by an EBE  
 Keynote listeners would be invited  
 Nice atmosphere to the room  
 First names only  
 Tables would have a mix of people  
 No power points - Everything to be live and interactive.  
 Everyone would have a chance to speak.  
 People would be respectful and listen

**THE BIG DAY:** Attended by 82 people including members of the community with lived experience, front line workers and key note listeners.

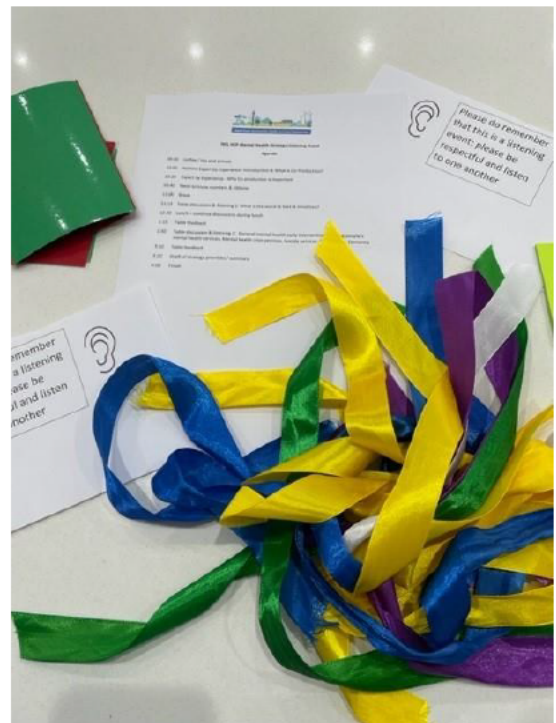
- EBE Marc made the invitations - they were non-corporate looking to be shared by the mental health alliance and partners. The EBE opted for a Beatles theme to the invitation as many of their songs include the terms 'Listen' 'Help' 'We can work it out' 'help from my friends'. The draft invitation was shared several times with HCP and partners to get the information and look accurate and what was needed.
- To make the room more welcoming, Beatles music was played on entry. Flowers were on the tables and coffee and tea was available.
- The EBE's had decided a 'no lanyards rule' so only first names would be used. For this reason name stickers were written with first names and table numbers on according to the seating plan.
- Keynote listeners were seated at each table with first names only used.



- Red and green cards were made by the EBE's and placed in front of each seat so that a person wanting to speak could turn their card to green to ask the table host to give them speaking time.
- Listening reminders were placed on every table, along with a poem and some of the statistics used. (the statistics were handed out after the ribbon activity)
- The afternoon session was cut short to 10 minutes per topic. This was because people with lived experience were seen to be drained and had found the mental strain challenging, the EBE's had lost sleep for the few nights before the even worrying and being anxious and people were keen to get going and pens were being put down after 10 minutes. Reading the room Louise and Katrina took the decision to finish each topic as soon as pens were put down, which was generally after 10 minutes.

#### RESOURCES NEEDED:

CAKES  
 RIBBON  
 FLIPCHART PAPER  
 POST-IT NOTES  
 PENS  
 RED AND GREEN CARDS  
 LISTENING  
 MUSIC  
 FLOWERS & JARS  
 NAME BADGES  
 SEATING PLAN  
 SIGNING IN SHEETS  
 PRINTED LISTENING REMINDERS



**NEXT STEPS:**

The HCP will share the outcomes / flipcharts once typed up with the EBEs and go through them to see where more information is needed, what can go straight into the strategy and formulate a well populated plan. EBE's have a greater confidence now in their abilities to present to an audience, to project manage and plan an event.

**POSITIVE FEEDBACK FROM THE EVENT: (a small sample)**

- A brilliant opportunity to listen to what is need to be confirmed giving me information to take to my project with Navigo.
- Thought provoking, great start to a co-produced strategy.
- Enjoyed getting together to meet everyone.
- Really enjoyed working collaboratively.
- Useful information. Communication more!
- Interactive group work worked well.
- Useful to know future dates.
- Really good day meeting new people with shared values and ambition.
- EBE fantastic presenters.
- Co-production at its best.
- Engagement great to hear all sides.
- Co-production well done.
- Great Buffet.
- Care for all. Holistic approach.
- Valuable feedback from services.
- Encouraged open conversation.
- Enjoy meeting others of all levels.
- Great collaboration.
- Powerful stories.
- Good range of contributors.
- Relaxed atmosphere, and we got cake!
- Effective group conversations.
- Good buffet and cake.
- Good support from EBE.
- Enjoyed network working.
- Inspiring!
- Good opportunity to connect.

- An excellent day - refreshing to look at an old issue from a new perspective.
- Been a really good day - varied but well-paced. Very Good. Thank you.
- Good experience.
- A thought provoking and interesting day. Work to be done!

### FEEDBACK SUGGESTING CHANGES : (A sample)

- Too much too quick - reduced the value of the conversations.
- More time to discuss the 5 topics in the afternoon session.
- We all want services in one place and advertise!
- Turn the speaker off (buzzing noise)
- More time to share personal experiences.
- No safe space for triggers.
- Better tea bags.
- Although the ribbon activity was interesting, I was concerned that getting people to stand up representing people who are suicidal etc. was very triggering with no warning or offer of support.
- Afternoon - it was a bit listy.

### LESSONS LEARNT:

**Have a contingency planned:** accept that EBE's will find the event and presentation challenging. Several had thought they might be too anxious and not be able to present on the day. Katrina had planned to step in where needed and had spare printed copies of their presentations ready.

**Plan shorter event not full days :** The day was heavy going for people with lived experience and caring responsibilities or medication needs. Shorter events need to be planned in the future.

**A trigger warning about the content of the presentations:** Perhaps included on the invitation - a note to say sensitive content may be included which might trigger people's emotions, but they are free to absent themselves from the room if needed.

**Try not to fit a quart into a pint pot:** Don't over challenge the agenda, everything cannot be covered properly in one meeting. Quality rather than quantity, but being mindful of budget limitations.