

**Specification for**  
**Approaches to deliver the anti-stigma campaign to support children and young people's mental health**

**Version control**

<b>Version</b>	<b>Date</b>	<b>Author(s)</b>	<b>Comments</b>
0.1	01.02.17	A Albus/ L Wakefield/ D Vittorino/ T Birch	Further to discussion 01.02.17 and revision of original specification
0.2	02.02.17	A Albus/ L Wakefield	Revised draft for inclusion with invitation for expressions of interest

## SCHEDULE 2 – THE SERVICES

### A. Service Specifications

Mandatory headings 1 – 4: mandatory but detail for local determination and agreement  
 Optional headings 5-7: optional to use, detail for local determination and agreement.

All subheadings for local determination and agreement

<b>Service Specification No.</b>	
<b>Service</b>	Approaches to deliver the anti-stigma campaign to support Children and young people’s mental health
<b>Commissioner Lead</b>	TBC
<b>Provider Lead</b>	TBC
<b>Period</b>	The duration of the contract will be for 18 months commencement from 1 <sup>st</sup> April 2017 ending on 30 <sup>th</sup> September 2018, non- recurrent.  The total value of the contract for the duration of the project is up to a maximum of £20,000.
<b>Date of Review</b>	12 months

<p><b>1. Population Needs</b></p> <p><b>1.1 National/local context and evidence base</b></p> <p>Derbyshire’s Future in Mind Action Plan commits to: Improve awareness and understanding, and tackling stigma. It has done this through developing an anti-stigma strategy and campaign and action plan, in collaboration with young people and families.</p> <p><b><u>Anti-Stigma Campaign</u></b></p> <p>By this, we mean:</p> <ul style="list-style-type: none"> <li>• Increased knowledge about children and young people’s mental health and increased confidence for all to talk about mental health problems</li> <li>• Activities which lead to behaviour change, with a reduction in prejudice, discrimination and positive attitudes towards supporting those experiencing mental health problems</li> <li>• Normalising mental health problems, with no stigma attached to mental ill health</li> </ul> <p><b>The provider will need to demonstrate and have an established presence in schools to enable timely and effective service delivery in the communities they are known.</b></p> <p>The full Derbyshire Future in Mind Transformation plan can be accessed here:  <a href="http://www.derbyshire.gov.uk/social_health/children_and_families/mental-health-and-wellbeing/default.asp.2016-2020">http://www.derbyshire.gov.uk/social_health/children_and_families/mental-health-and-wellbeing/default.asp.2016-2020</a></p> <p>Education, as an element of the campaign, is a proven way to tackle stigma, tackling myths and stereotypes and understanding the impact of judging. Derbyshire’s Children’s Emotional</p>
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Health and Wellbeing (Year 8) survey has found that young people speak to their peers about concerns they have. Education sessions will give practitioners working with children and young people the tools to confidently address and have an understanding of mental health, mental health conditions, stigma and how to 'actively listen'.

## 2. Outcomes

### 2.1 NHS Outcomes Framework Domains & Indicators

Domain 1	Preventing people from dying prematurely	
Domain 2	Enhancing quality of life for people with long-term conditions	✓
Domain 3	Helping people to recover from episodes of ill-health or following injury	✓
Domain 4	Ensuring people have a positive experience of care	✓
Domain 5	Treating and caring for people in safe environment and protecting them from avoidable harm	✓

### 2.2 Local defined outcomes

In order to measure compliance with the following outcomes, each service will complete a service template report which must be shared with both their senior management teams and with children's commissioners.

#### Individual level outcomes

- Children and young people report increased knowledge about mental health and feel their confidence has been increased to talk about mental health problems.
- Activities which lead to behaviour change, with a reduction in prejudice, discrimination and development of positive attitudes towards supporting those experiencing mental health problems
- Normalisation of mental health problems, with no stigma attached to mental ill health.

#### Service level outcomes

- The service will operate in 100% of schools across Derbyshire and Derby City, reaching children and young people up to the age of 18 (or older, if remaining in school). Education sessions must be accessible to all young people and practitioners from a variety of backgrounds and cultures and tailored to the specific age and academic range.

The provider will reach and deliver services to:

- 90% of schools across Derbyshire county to deliver education sessions and will operate a champion model in at least 60% of schools (with a minimum of one staff and one student champion in each of those schools)
- 90% of schools in Derby City to deliver education sessions and will operate a champion model in at least 60% of schools (with a minimum of one staff and one student champion in each of those schools)
- The service will undertake ongoing evaluation of activities to ensure they remain fit for purpose, effective and are well-received by target audiences. Feedback on evaluation and monitoring of all activity will be provided to commissioners on a quarterly basis in a format agreed in advance.

- Agree with commissioners will demonstrate effective and creative ways of taking the campaign messages to practitioners working with children young people and families Derbyshire county and Derby City which will include: MAT teams, social care, police, voluntary sector, Carers for looked after children. The service will take an every bodies business approach.

### **3. Scope**

#### **3.1 Aims and objectives of service**

To develop education packages to help tackle mental health stigma for young people across Derbyshire (including Derby City).

The education packages will cover the effect that stigma has on young people, that 'not judging others' for their mental health or for any help they are receiving is a key element of the training, basic mental health awareness, active listening and how to signpost or with young people themselves when to escalate to an adult.

The providers will need to demonstrate and have an established presence in schools to enable timely and effective service delivery in the communities they are known.

This specification does not detail aspect of service, but provides an overarching specification for the outcomes of service delivery. The service should develop its own processes in order to meet the outcomes detailed and agree these in advance (and review and share these regularly) with commissioners.

#### **3.2 Service description/care pathway**

The key outputs of the service shall be:

- Signpost/develop resources for professionals, young people and their families across a range of mediums, which deliver the "anti-stigma" messages and the aims of the Anti-Stigma Strategy (see also 3.1).
- Provide access to a range of materials which are easily accessible making use of existing evidence based nationally and locally recognised which will include for secondary school young people.:  
<http://www.time-to-change.org.uk/about-us/what-we-do/men-and-mental-health>
- Making full use of campaign materials from Time to Change  
<http://www.time-to-change.org.uk/mental-health-and-stigma>
- Agree with commissioners the development and delivery of an innovative range of education sessions for:
  - Schools and colleges (to include children and young people and a range of staff groups)
  - Community groups
  - Other practitioners working with children and families in the local area which will include: MAT teams, social care, police, voluntary sector, Carers for looked after children
- Ongoing engagement with young people and professionals to inform content and the development of the campaign
- In negotiation with commissioners to design deliver and co-ordinate a competition for young people with a reward offered to all schools that support the campaign.

- The delivery of the service shall be agreed with commissioners to include:
  - A cascaded training model
  - Making use of school cluster arrangements and existing networks
  - Effective utilisation of term-time and holiday periods to access community groups

### **3.3 Population covered**

Children, young people and practitioners that service children and young people in Derbyshire and Derby City.

### **3.4 Any acceptance and exclusion criteria and thresholds**

There will be no exclusion criteria.

### **3.5 Interdependence with other services/providers**

- Children, young people and their families and carers
- GPs
- Hospital/Community Paediatricians
- School/Specialist School nurses/specialist nurses
- Health visitors
- Schools/settings staff
- Children's Services, particularly Disabled Children's Teams and Multi-agency teams – Derbyshire County Council and Derby City Council
- Specialist SEND teams
- Adult therapy services
- Voluntary sector
- Housing providers
- Police services

## **4. Applicable Service Standards**

### **4.1 Applicable national standards (eg NICE)**

- Equality Act 2010
- Health and Social Care Act 2012
- Children and Families Act (2014)
- Department for Health & Department for Education: Statutory guidance on Promoting the health and wellbeing of looked-after children (2015)
- Department for Health and Department for Education: SEND code of practice 0-25 years (2015)
- National Framework for Children and Young People's Continuing Care (January 2016)
- National Service Framework for Children, Young People and Maternity Services (October 2004) Standards 1, 2, 3, 4, 5, 6, 8 and 10
- NHS Employers' employment checks standards
- NHS England: Who Pays? Determining responsibility for payments to providers (2013)
- CCG Outcomes Indicator set
- NICE CG89 Child maltreatment: When to suspect maltreatment in under 18s (2009)
- NICE QS31 Looked after children and young people (2013)
- NICE PH28 Looked after children and young people (2013)
- NICE PH40 Social and emotional wellbeing: early years (2012)
- NICE CG128 Autism in under 19s: Recognition, referral and diagnosis (2011)
- NICE CG170 Autism in under 19s: Support and Management (2013)

- NICE QS101 Learning disabilities: challenging behaviour (2015)
- NICE CG145 Spasticity in children and young people (2012)
- NICE NG43 Transition from children's to adults' services for young people using health or social care services (2016)
- NICE guidelines expected in 2017 relating to cerebral palsy and cystic fibrosis

#### Safeguarding

The Service must ensure that policies and procedures relating to safeguarding are adhered to and that it seeks the advice from the Derby or Derbyshire Safeguarding Children Team or Board as required. Staff must have undertaken training at the level appropriate to their professional role and all staff working with children must have enhanced DBS clearance.

The Service will make itself aware of the recommendations resulting from Lord Laming's report (March 2009) and implement any policy/procedure/practice as agreed nationally, regionally and/or locally and that is relevant to its safeguarding responsibilities. The service will also be aware of the following documents and adhere to any standards and guidance therein:

- Safeguarding Children and Young People: Roles and Competencies for Health Care Staff 2014
- Working Together to Safeguard Children (2015)
- Department for Education: What to do if you're worried a child is being abused: Advise for practitioners (2015)
- Derbyshire LSCB (Local Safeguarding Children's Board) procedures

#### **4.2 Applicable standards set out in Guidance and/or issued by a competent body (eg Royal Colleges)**

Not applicable.

#### **4.3 Applicable local standards**

- Derbyshire Anti-Stigma Strategy 2016-2020
- Derbyshire's Early Intervention and Prevention Strategy
- Derbyshire Children and Young People's Plan 2015-16 to 2017-18
- Derby City Children and Young People's Plan 2015-2018

### **5. Applicable quality requirements and CQUIN goals**

The provider will engage with:

- 90% of schools across Derbyshire county to deliver education sessions and will operate a champion model in at least 60% of schools (with a minimum of one staff and one student champion in each of those schools)
- 90% of schools in Derby City to deliver education sessions and will operate a champion model in at least 60% of schools (with a minimum of one staff and one student champion in each of those schools)

The service will undertake ongoing evaluation of activities to ensure they remain fit for purpose, effective and are well-received by target audiences. Feedback on evaluation and monitoring of all activity will be provided to commissioners on a quarterly basis in a format agreed in advance.

<b>6. Location of Provider Premises</b>
The Provider's Premises are located at: [to be completed once provider appointed]
<b>7. Individual Service User Placement</b>
Not applicable