

# *Setting the Context*

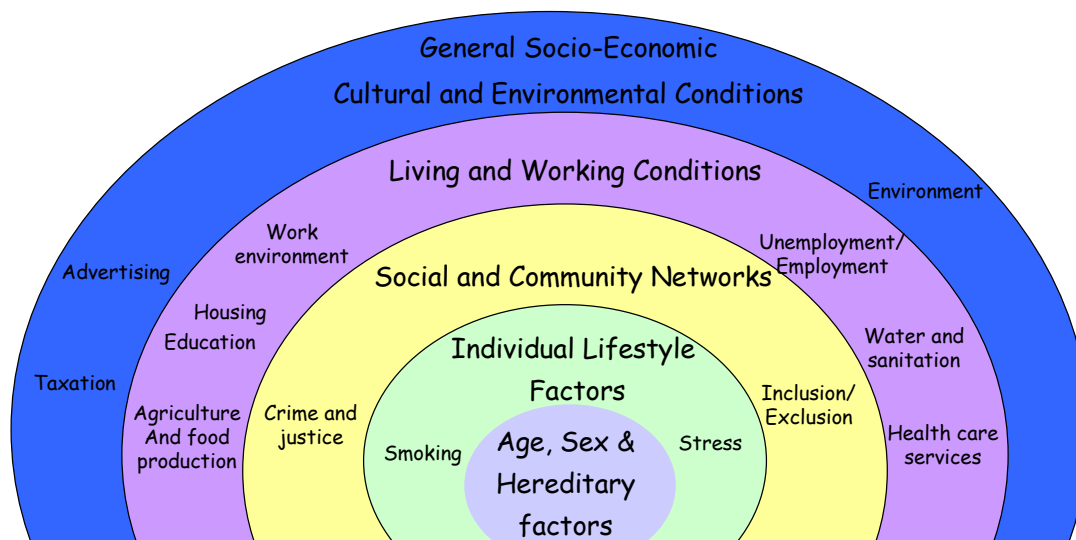
***Mary Black CBE***

***Assistant Director of Public Health  
Health and Social Well-being Improvement***

# Presentation

- Public Health Context
- Action on
  - Alcohol and Drug Use
  - Suicide Prevention
- Contribution of Research

# Determinants of Health



Source: Dahlgren & Whitehead 1991



**MAKING LIFE BETTER**

# **A WHOLE SYSTEM STRATEGIC FRAMEWORK FOR PUBLIC HEALTH**

**2013 - 2023**



MAKING LIFE **BETTER**

# A Strategic Framework for Public Health

## Vision & Aims

- **All people are enabled and supported in achieving their full health and wellbeing potential**
- **The aims are to achieve better health and wellbeing for everyone and reduce inequalities in health**

# 6 THEMES

**Giving Every Child the Best Start**

**Equipped throughout Life**

**Empowering Healthy Living**

**Creating the Conditions**

**Empowering Communities**

**Developing Collaboration**



# Alcohol use in Northern Ireland

*Adult Drinking Patterns, Northern Ireland 2013*

- 73% drank alcohol
- More males (76%) than females (70%) drank alcohol.
- Younger adults (18-29 years) were more likely to drink than older adults (60-75 years) – 82% compared with 58%.
- Males most likely to drink beer (70%), women most likely to drink wine (64%),
- Two-thirds of respondents (65%) who drank alcohol in the week prior to the survey had consumed it at home
- 29% of males and 42% of females (42%) did not exceed the recommended daily drinking levels during the week prior to the survey.

# Alcohol use in Northern Ireland

Majority of alcohol related harm is attributable to excessive/hazardous drinkers and not severe alcohol dependent users

In NI, alcohol misuse is estimated to cost around £680 million pounds annually, costs to healthcare (£250m), criminal justice, social services and work absenteeism



# Drug use in Northern Ireland

Between 2006/07 and 2010/11, among all adults (15-64 years) in NI, both **lifetime use** of any illegal drugs (28% and 27.3%, respectively) and **last month use** remained similar (3.6% and 3.3%, respectively); **last year use** *decreased* from 9.4% to 6.6%

The proportion of persons in Northern Ireland that were prescribed drugs for a mood or anxiety disorder increased from 9.2% in 2004 to 11.5% in 2008. The proportion also increased in the most deprived areas from 10.7% to 13.2%

# New Strategic Direction for Alcohol and Drugs 2011-2016

## Phase 2

5 pillars

1. Prevention and early intervention
2. Treatment and support
3. Law and criminal justice
4. Harm reduction
5. Monitoring, evaluation and research

[http://www.dhsspsni.gov.uk/new\\_strategic\\_direction\\_for\\_alcohol\\_and\\_drugs\\_phase\\_2\\_2011-2016](http://www.dhsspsni.gov.uk/new_strategic_direction_for_alcohol_and_drugs_phase_2_2011-2016)

# PHA funded services 2015-2018

- Drug and alcohol services
- £5 million across regional
- Additional to existing statutory services
- Key areas
  - 1 workforce development (training)
  - 2 young people's services
  - 3 adults and the general population

# Workforce development

## Training for people working with adults

- Foundation module
- Level 3 accredited 12 day course
- 4 one-day sessions on drugs/ alcohol
- Supporting family members
- Homelessness and substance misuse

## Training for people working with young people / families

- Hidden Harm Protocol
- Mental Health and Substance Misuse (Young People)
- (RIAT)
- Working with young people
- Supporting those affected by hidden harm
- Motivational interviewing

# PHA funded services 2015-2018

## Young people and families:

- Targeted Prevention for young people (*life skills based programmes for ages 11-21*)
- Therapeutic Services for Children, Young People and Families Affected by Parental Substance Misuse
- Community Based Services for Young People who are identified as having Substance Misuse difficulties

# PHA funded services 2015-2018

## Adults / general population

- Community Alcohol and Drugs Information and Networking Service (*Connections*)
- Community Based *Early Intervention* Services for Adults and Family Members Affected by Substance Misuse (Step 2 Service)
- Provision of Support, Care, Facilitation and *Harm Reduction* Services for People who are misusing Substances (Low Threshold Services)

# PHA funded services 2015-2018

## Adults / general population

Community Based *Early Intervention* Services for Adults and Family Members Affected by Substance Misuse

*Aim: to provide people who score 16 or over on AUDIT with extended brief interventions*

# On-going commissioned services

- **Hidden Harm Action Plan** -Responding to the needs of children born to and living with parental alcohol and drug misuse in Northern Ireland
- **One Stop Shop Services** - catering for the health improvement needs of children and young people aged 11-25 years old-8 across Northern Ireland



# Wider interventions to address alcohol misuse

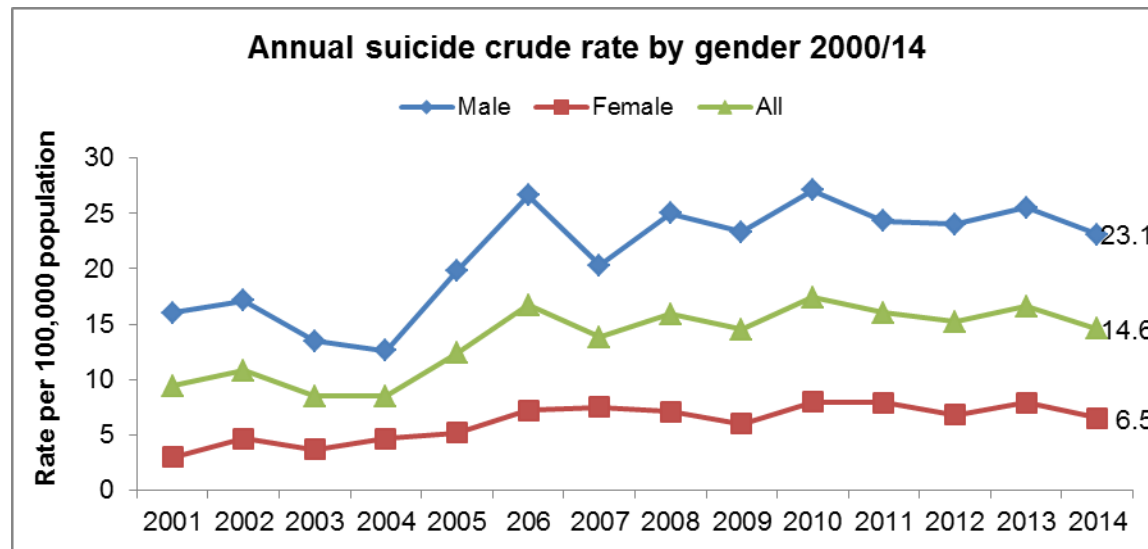
*Limited effectiveness of interventions which focus on individual behaviour alone.*

- increasing cost of alcohol / minimum unit pricing
- Restrictions on hours and days of sale, number and density of outlets, raising the minimum drinking age and training of bar staff
- enforcement - sales to underage drinkers/responsible sales; alcohol price promotion
- action on alcohol advertising

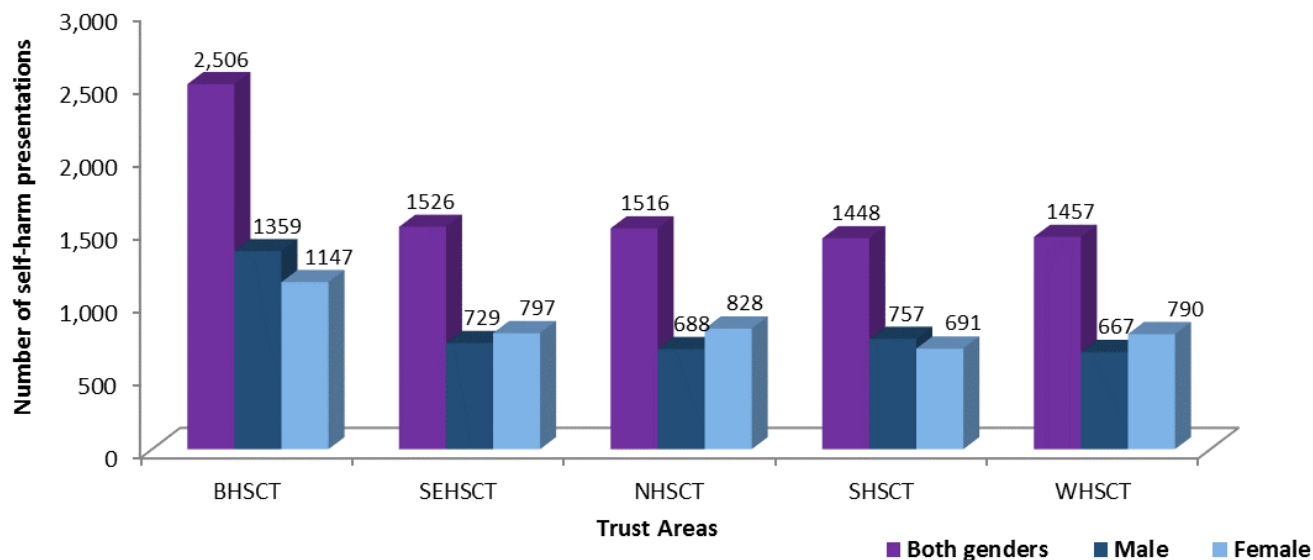


*Improving Your Health and Wellbeing*

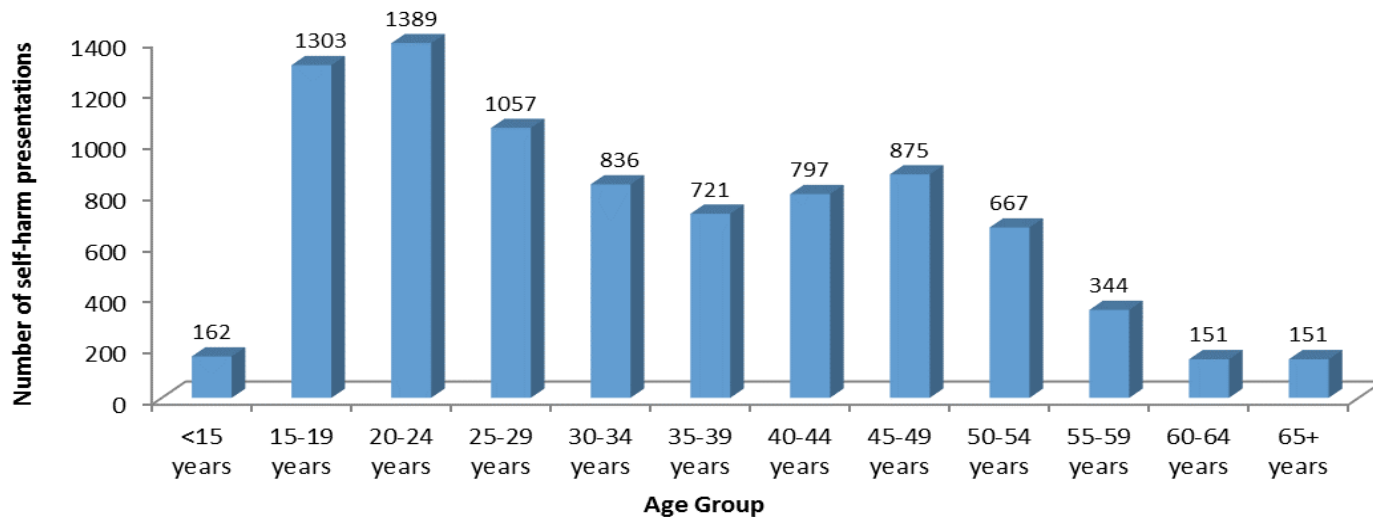
# Suicide Rates in Northern Ireland



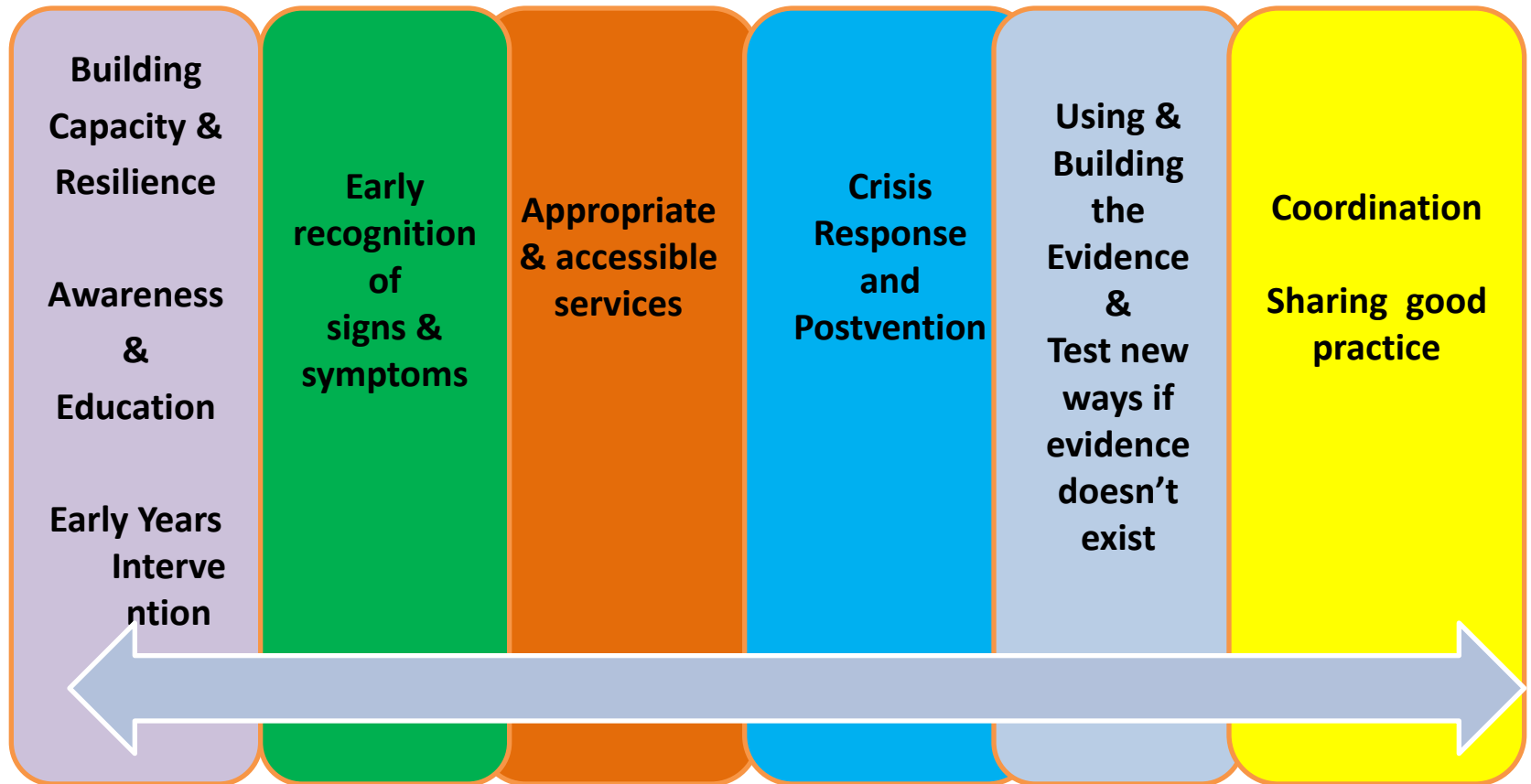
**Figure 1 Number of self-harm presentations by gender and HSCT area in Northern Ireland 2013/14**



**Figure 2 Number of self-harm presentations by age group in Northern Ireland 2013/14**



# PHA Continuum Model



Public Health  
Agency

# Self Harm

- Self-harm registry data is collected from all 12 emergency departments across NI
- New service for people who self harm and their carers-the Self Harm Intervention Programme (SHIP) commenced in October 2015 and is provided by voluntary sector organisations across each of the five HSC Trust areas
- Data Linkage

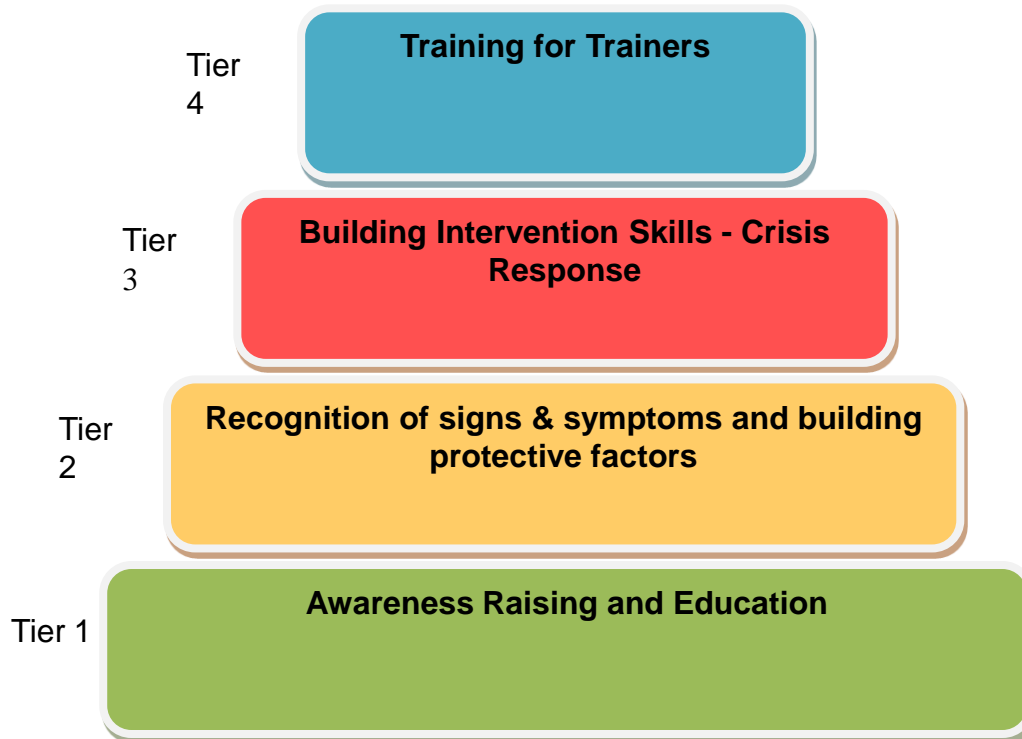
# Sudden Death Notification (SD1) / Community Responses

- Since 2012 Sudden Death Notification forms have been completed by PSNI officers at the scene of a suspected suicide. The forms are then circulated to PHA and HSC Trusts for rapid response in bereavement support and to identify potential clusters
- Each HSC area has a Community Response Plan in place with a multi agency partnership whom work together to address emerging concerns in communities

# Current Training Approach

## GATEKEEPERS

- GPs & Primary Care staff
- Accident & Emergency staff
- Relevant Managers (HSC frontline sector)
- HR Personnel (HSC sector)
- Accredited sports coaches
- Those working with survivors of abuse



## GATEKEEPERS

- Community Gatekeepers
- Church (religious/faith leaders)
- Key influencers of young people e.g. teachers, youth-workers
- Those who work with people who have mental health difficulties
- PSNI custody officers
- Frontline prison staff with 'inmate listeners'

**Delivered on a population approach and a targeted approach.**

# Training examples

- PHA working with NIMDTA to deliver safeTALK to Foundation Medics and Dental students
- The Education Authority delivering safeTALK and ASIST to post primary schools in the Belfast locality. All post primary schools have at least 1 staff member trained in ASIST. safeTALK is targeted at teaching and non-teaching staff
- 10 PSNI trainers trained to deliver safeTALK to new recruits entering the PSNI
- SafeTALK delivered to the Ulster University Residential services in Coleraine
- In 2014/15 50 ASIST courses were facilitated to 1053 participants and 146 SafeTALK courses were facilitated to 2420 participants
- Tier 1 Mindset programmes for adults & young people began during 2015, delivered across NI
- Moving forward the PHA will develop a new training framework based on evidence, need and engagement with stakeholders



# Action in Local Communities

**Community Support Package** – commission services in each of the five areas to build capacity and resilience in their local communities

## Vulnerable Groups

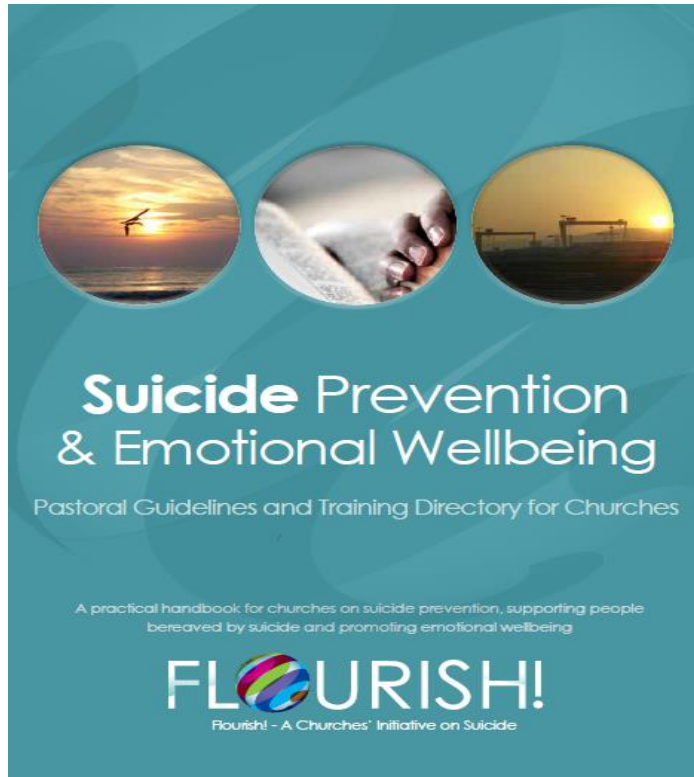
- PHA recently commissioned a range of services targeting vulnerable groups across NI-BME, Traveller and LGB&T communities. Prisoner health and wellbeing work continually developed and implemented

## Education

- Support iMatters and the Derrytrasna Schools award
- Discussions are ongoing with DE, EANI and schools to support the implementation of whole school approaches to promoting mental & emotional wellbeing
- Roots of Empathy Programme in Primary Schools

## Work with Churches

# FLLOURISH!



# Action in Local Communities

## **Lifeline Service**

- 24/7 Telephone Crisis and Support service

## **Quality Service Standards**

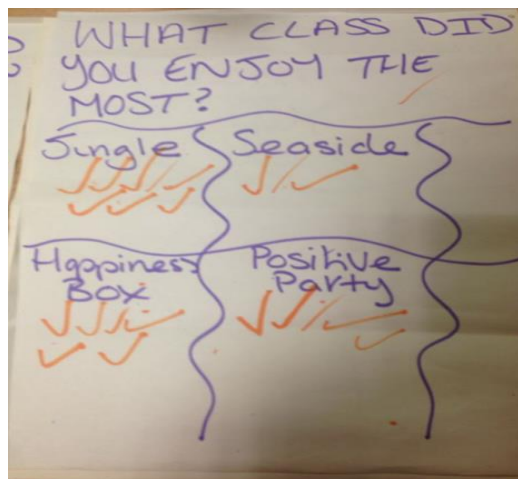
- PHA currently testing the quality service standards in relation to their implementation and how organisations understand them- external verification exercise.

## **Small Grants Programme**

- In 2015-16 PHA funded 189 Small Grants Schemes that have played a vital role in supporting suicide and self-harm programmes within local communities-awareness raising, training programmes, self-help and life skills supporting those in need, developing capacity to help others



# Small Grants in Action



# Action in Local Communities

## Place of Safety

All five HSC Trusts have designated their hospitals Emergency Departments as a Place of Safety. GPs have agreed to carry out assessments for detained admissions under the Mental Health (NI) Order 1986, including attending EDs for one of their patients

- Police will remain only if the patient does require to be detained until a GP/ASW assessment for compulsory admission is completed
- HSCB has provided investment to Trusts to improve the availability and responsiveness of urgent psychiatric liaison arrangements with a view to achieving a maximum two hour response time 24/7

# Action in Local Communities

**Arts NI** -new 3 year Arts and Emotional Wellbeing of Young People programme with Arts NI from April 2016-focus on empowering, building resilience and providing support to promote positive mental health and emotional well-being

**Sporting Bodies**– Using sport as a medium to engage targeted audiences and promote positive mental health messages- IFA, IRFU, GAA and wide range of sporting bodies

## **Rivers Project /Foyle Bridge**

- The PHA in partnership with the Hamlyn Centre, at the Royal College of Arts and Design to commence work on the development of design concepts to address the issue of suicide and ideation around the river Foyle and its bridges.

# Public Information

Recent campaigns include 'The Boxer', 'Under the Surface' and 'Don't Cover up your problems'

Public Health Agency and NIAMH working in partnership to deliver a new wide-ranging three-year mental health anti-stigma programme 'Change Your Mind'

The current mental health campaign has continued to focus on openness and discussion, help-seeking behaviour, and on promoting the concept of recovery

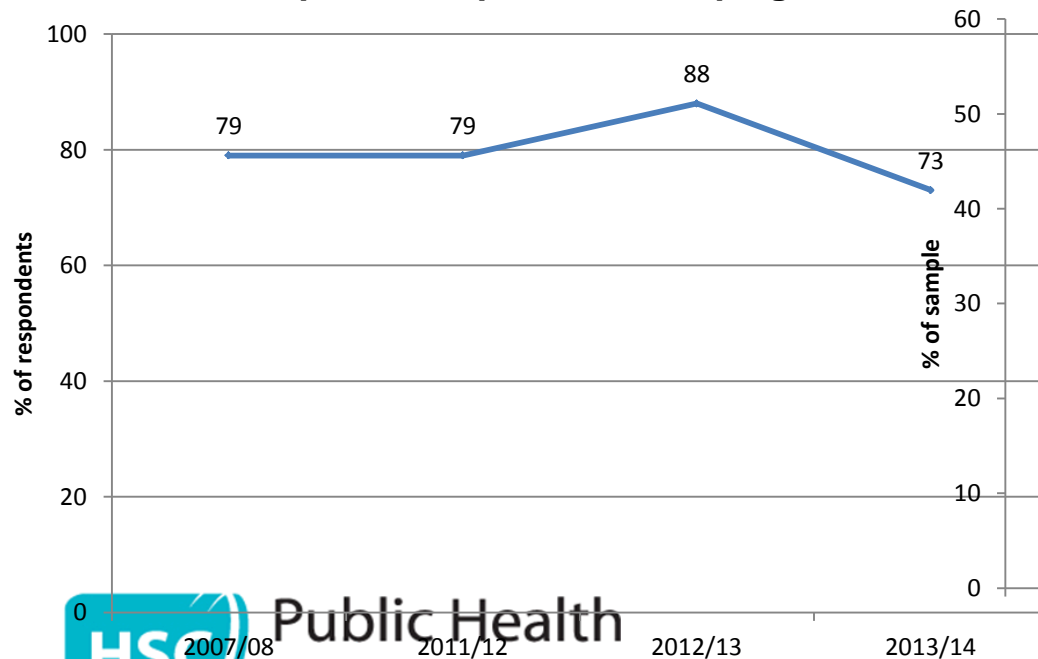
# Campaign evaluation

- **Reach:**

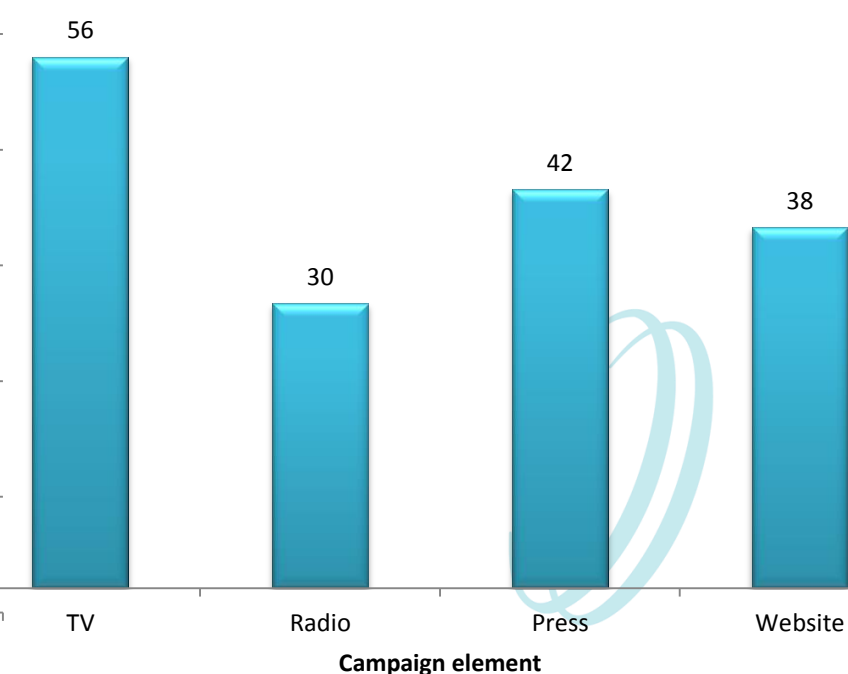
- 73% exposed to campaign (at least one element)

- Recall of TV advert higher (56%) compared to radio (30%) press (42%) or website (38%)

Proportion exposed to campaign



Proportion exposed to campaign elements

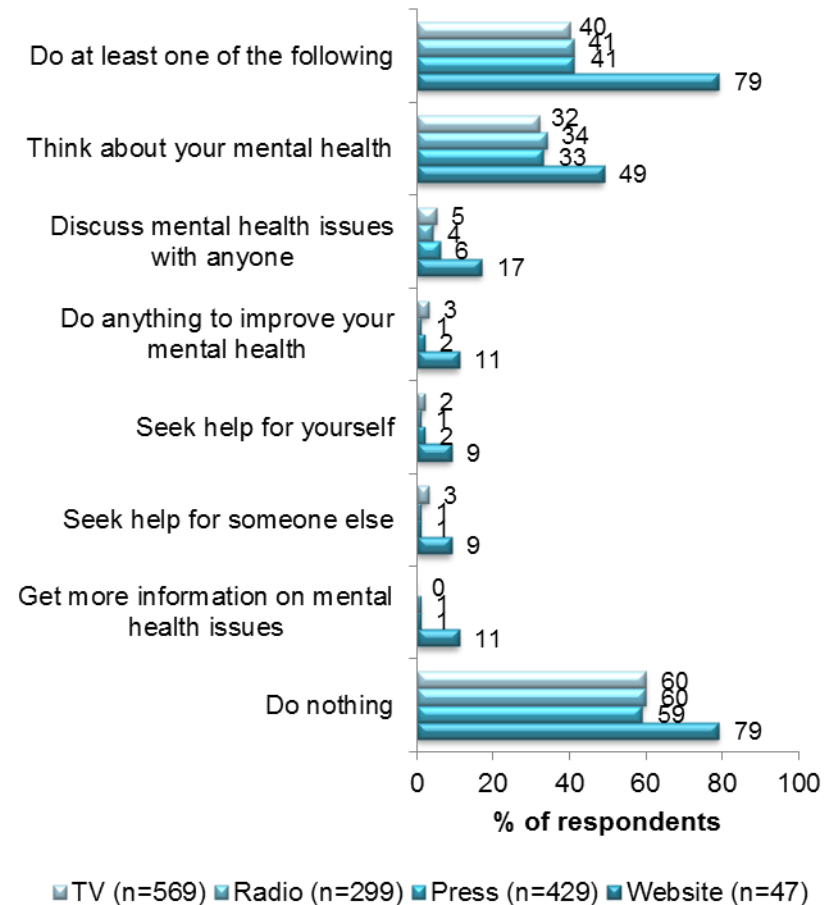




# Campaign evaluation

## Impact:

- Overall, 39% said campaign prompted them to take positive action to improve mental health
- Exposed to the campaign significantly more likely to make the lifestyle changes to prevent feeling stressed, anxious or down (e.g., changing diet; getting out more; keeping active; accepting who you are; getting involved and meeting new people; learning new skills; staying in touch with friends)
- Those not exposed to the campaign significantly more likely to say they had not made or were not aware of any changes they could make to prevent feeling stressed, anxious or down.
- Exposed to the campaign significantly more likely to recall signs and symptoms of emotional and mental health problems (e.g., change in mood/mood swings; feeling suicidal; feeling disappointed most of the time; feeling overwhelmed by problems; feeling sad, down, or miserable most of the time; being irritable or angry for no reason; lack of care for personal appearance; no confidence.)

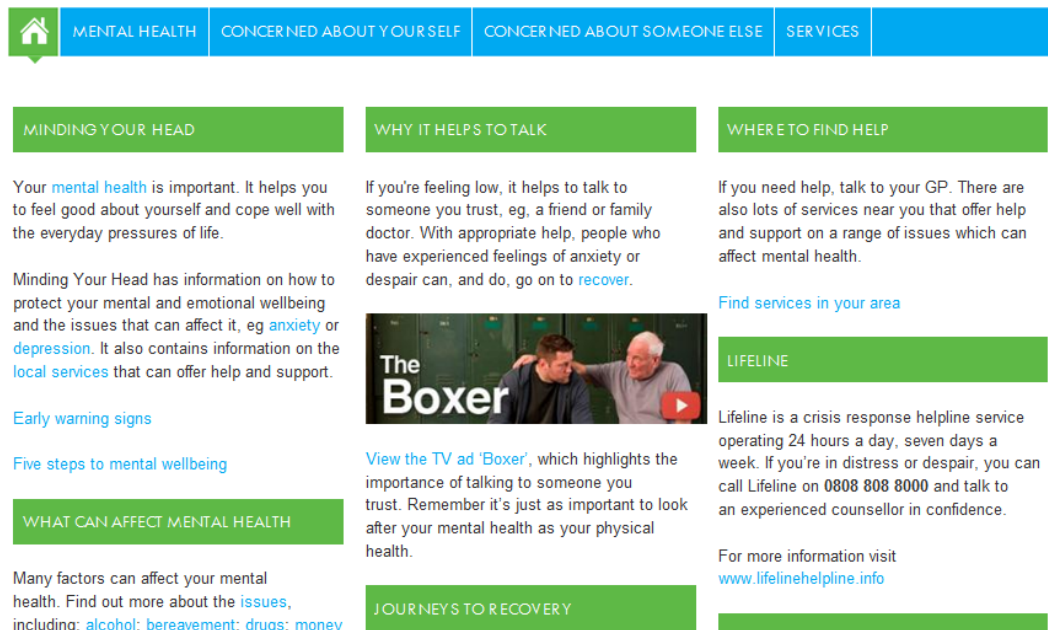


# www.mindingyourhead.info

[www.mindingyourhead.info](http://www.mindingyourhead.info)

## Main features:

- Education
- Early warning signs
- Concerned about yourself/others
- Recovery
- Services across NI



# Resources

Steps to deal with Stress



Take 5 steps to wellbeing



Mind Your Head – A Student Guide to Mental Health



Z Cards & Directories of services

Directory of services to help improve mental health and emotional wellbeing

Northern area



# PHA committed to working with all communities

- Effective engagement and communication with communities
- Increased skills in the community sector e.g. community champions and empowered communities
- Increased evidence based practice and measuring impact
- Mutual sharing and learning
- Encouraging attention to needs by policy & decision makers

# Alcohol and suicide

***The National Confidential Inquiry into Suicide and Homicide by People with Mental Health Problems in Northern Ireland found:***

- Alcohol misuse was a factor in 60% of patient suicides and this appears to have become more common over the past 10 years
- Alcohol was a factor in 70% of suicides of young people known to mental health services. This probably underestimates the overall links between alcohol and suicide in young people
- Alcohol dependence was also the most common clinical diagnosis in patients convicted of homicide, with more than half known to have a problem prior to conviction
- In homicide and suicide generally, alcohol misuse was a more common feature in Northern Ireland than in the other UK countries

# Research

Research is creating new knowledge

*Neil Armstrong*