

STRESSBUSTERS BORDERS

Progress Report 2014

The Inspiration

“There is no health without mental health” - World Health Organisation (2000).

Introduction

One in four people will experience some kind of mental health problem in the course of a year (Mental Health Foundation, 2014), with many more struggling to cope with stress.

For a long time there has been an emphasis on physical health improvement advice. Although our physical health is very important, so is our mental health. It is just as important that people know how to stay mentally healthy as it is for them to know how to stay physically healthy.

Mission Statement

- StressBusters Borders will increase awareness and understanding of mental health issues in the Scottish Borders.
- StressBusters Borders will develop a wide range of easily accessible mental health resources, available throughout Borders communities.
- Working closely with staff within NHS Borders and Scottish Borders Council, and through use of social media and community outreach education sessions, StressBusters Borders will increase the profile of psychological conditions, making it easier and more acceptable for people to talk about how they feel.
- The long term goal of StressBusters Borders is to reduce the stigma surrounding mental health in the Borders, with clear emphasis on the fact that there is no health without mental health.

Objectives for 2014

- To develop and deliver a full program of Stress Management Classes in locations around the Scottish Borders.
- To develop and pilot hour-long information sessions on two specific mental health topics.
- To organise and advertise the official Launch of StressBusters Borders to coincide with World Mental Health Day (10th October 2014).
- To develop and launch a public-facing website.

StressBusters Borders Successes and Outcomes 2014

- The development and launch of NHS Borders intranet site and public-facing website (<http://www.nhsborders.scot.nhs.uk/staying-healthy/stress-busters>).
- Delivered a full program of CBT based Stress Management Classes. These consist of four, one-hour sessions on the following topics: Understanding Stress; Sleep & Relaxation; Managing Thoughts that Bother You and How to Feel Better About Yourself. Classes are run by trained psychological therapists with support from the Trainee CAAP and assistant psychologist. There has also been interest in delivering classes from a range of other professions including Occupational Therapist, Nursing staff and Health Improvement staff.
- Developed and piloted three hour-long information sessions on the following mental health topics: Overcoming Anxiety; Overcoming Obsessive Compulsive Disorder and Keeping Well in Later Life. Given the success of initial pilot classes, these were then rolled out in other areas.
- Successful launch on World Mental Health Day (10th October 2014)
 - Distribution of information to over 800 members of the Scottish Borders Community.
 - An opportunity for members of the public to ask qualified staff questions about mental health issues at community locations such as the local high street and supermarket.
 - Increased awareness of resources.
 - Press coverage:
(<http://www.bordertelegraph.com/news/borders/articles/2014/10/17/512592-who-you-gonna-call-stressbusters/>).
- Community menus detailing available mental health resources, accessible to everyone in the Borders were published and disseminated to all GP surgeries, libraries, community mental health teams and the doing well service.
- Established social media sites – Twitter (@StressBusters14) and Facebook (/StressBusters14).
- Everyone in the Scottish Borders has access to accurate materials and signposting.
- Links with Health Improvement Services, psychiatry and secondary care teams and Occupational Health within NHS Borders.

Community Classes

Since January 2014, StressBusters Borders have delivered 10 blocks of Stress Management classes. 96 members of the local community have attended these classes and shared the following feedback:

“Everything explained very clearly, found that whatever applied to me has a solution despite first impression!”

“If you are suffering from stress or depression classes will be helpful in managing it and making you see clearer.”

“Found course gave a really useful understanding of where things have been going wrong and an idea what to do about it.”

“I found the sessions very beneficial, full of good hints and tips and I’m taking quite a lot of those on board”

“Really good class, great presenters, very informative, relaxed!”

“...made me feel I am not alone”

“What would it be like without classes or help, it would be awful.”

Chart 1: Location of classes based on CMHT locality

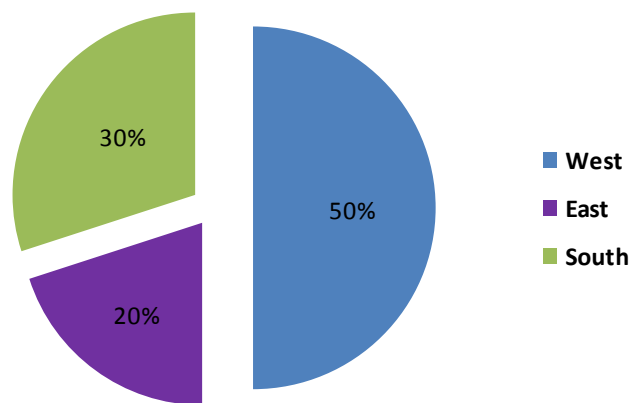
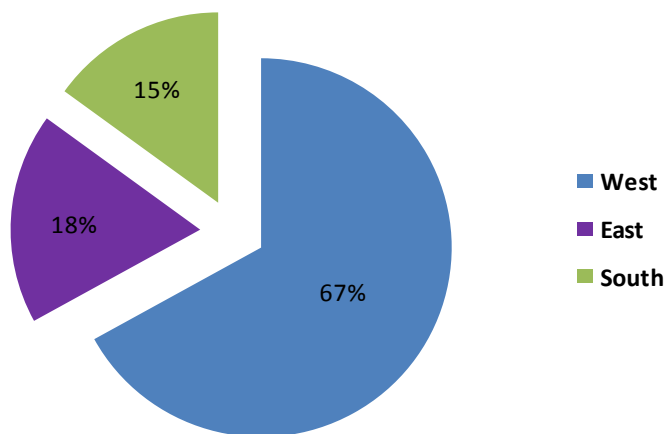


Chart 2: Percentage Attendance at Stress Management Classes by CMHT Locality



To date, StressBusters Borders have delivered 6 hour-long information sessions in various localities in the Borders. Classes in Hawick and Selkirk had no attendees; however, those in Galashiels and Peebles were well attended with a total of 22 attendees.

Intranet site

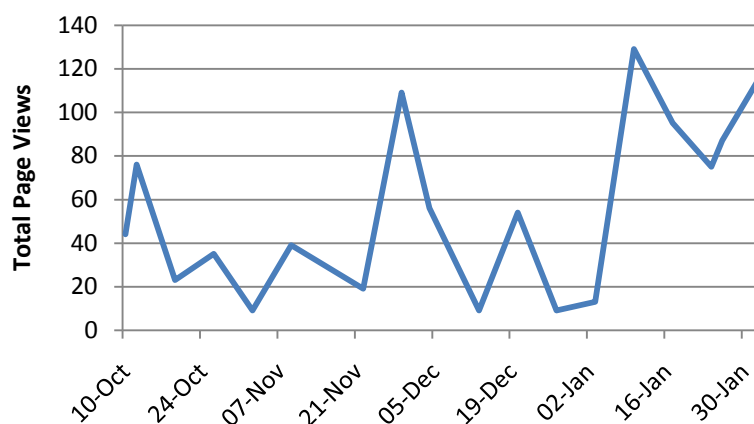
Since launching in August 2014, the NHS Borders StressBusters intranet pages have been accessed 2676 times. There have been 239 unique logins (this refers to how many individual people have accessed the site).

Other than the main page, the most looked at pages are: Useful Websites (which includes details of the StressBusters website, Living Life to the Full and Moodjuice), Classes & Groups (which documents details of all StressBusters classes and information sessions), and Doing Well Booklets (providing information on a range of mild to moderate psychological problems such as depression, panic attacks and sleep).

Public Facing Website

Since the official launch of StressBusters Borders on 10th October 2014, the 'StressBusters' section of the NHS Borders website has been accessed 796 times. Other than the main page, the most looked at pages are: Classes & Events and Stress Busting Tips.

Graph 1: Total page views within Stressbusters section of NHS Borders website by week since launch



Social Media

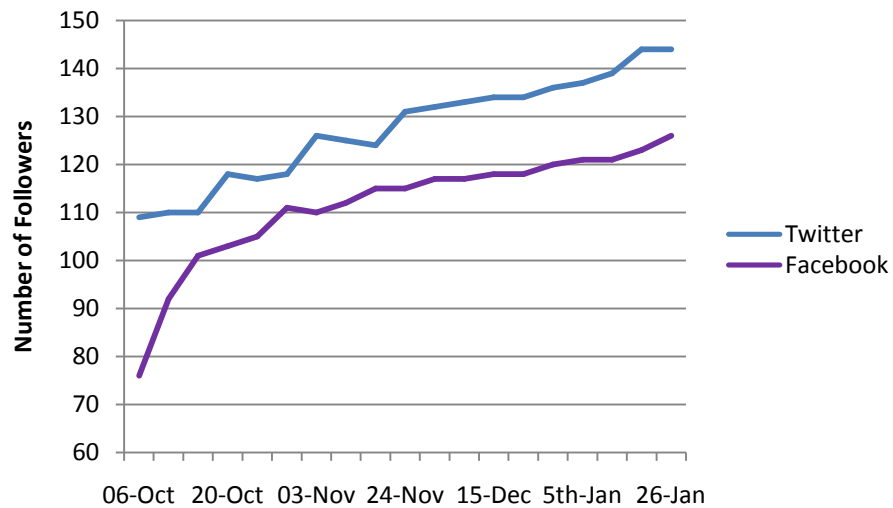
Twitter

- Between 22nd September and 12th December 2014, Stressbusters Borders tweeted 182 times, giving an average of 15 tweets per week.
- During this timeframe, Stressbusters have been re-tweeted 94 times, with a cumulative reach of 69,700 people.

Facebook

- Data available from 30th September to 12th December 2014.
- The total reach of posts on the Facebook page between the above dates was approximately 3,100 people.

Graph 2: Number of people following social media sites



Objectives for 2015

- A full program of stress management classes throughout all areas.
- A full program of information evenings throughout all areas.
- Develop Stressbusters information and update session for delivery to primary and secondary care services.
- Increased liaison and information sharing with GPs and primary care services.
- To reach 200 followers on both Twitter and Facebook by the end of December 2015.
- Awareness raising events to be run in conjunction with national events such as Mental Health Awareness Week.
- To increase equality of service provision between South, East and West CMHT areas.
- Improved links with third sector organisations, child services and older adult services.

Report produced 23rd February 2015