

We won't give up until everyone experiencing a mental health problem gets both support and respect

Our Strategy 2022-25

Contents

Introduction 3

Key Outcomes 4

Performance measures 5-6

Our Priorities 7-8

Our financial Resources 9

Activating our lived experience 10-11

People experiencing mental health problems get the support they need

Increase access for people from a wider range of communities

Mental health, wellbeing and mental illness are better understood and there is parity of esteem between physical and mental health

Ensure carers are seen and respected



Introduction

It is an exciting and historic time, and we are pleased to be able to share with you the Mind Jersey strategy for the period of 2022-2025.

The demand for our services, and our service offer has increased significantly particularly because of the impact of Covid19 pandemic on the mental health and wellbeing of islanders. The media coverage has created meaningful opportunities for discussion with the people who use our services, and they are telling us that we need to campaign more and to develop services that involve more listening, responding and respect for peoples' unique circumstances. Our strategy reflects this and describe objectives around the delivery of accessible services for early intervention and for people with enduring mental ill health. We also continue to work to ensure sustainability and that the charity remains financially resilient in a post-Covid world and that we grow our income to deliver this strategy. Over the life of this strategy, we anticipate and prepare for change. We will continue to reflect as we go and aim to ensure we consolidate our existing offer whilst adapting to the needs of our existing, new, and potential service users as we move out of the pandemic.

From Mind Jersey's initial grass roots carers' led groups to establishing a mental health peer support service across the family life span, we have always and will continue to be an innovative and ambitious force. We know that providing mental health support that respects our rights, keeps us safe, and gives us hope – regardless of our background is within our vision. We will work with others to make this a reality. This year as part of our accreditation process, we were proud to receive recognition from Mind UK for the work we are doing to embed mental health Peer Support across all our service provision. We will not take anything for granted and continue to be there for people – offering the support they need, continuing to fight stigma, and campaigning for the right for all to live a meaningful and connected life. We will review and adapt our training ambition around mental health first aid and workplace wellbeing and lead in education packages that make the distinction between mental health wellbeing, and mental illness. For example, feeling anxiety or despair about our climate emergency and war-torn countries isn't a sign that someone is "mentally ill". It is a normal and human reaction to a highly distressing situation. This is a key message in our mental health first aid courses and is in line with our partner charities in Mind UK where together we will also strive to drive down our impact on the environment.

The coronavirus pandemic has exacerbated many of the inequalities faced by some communities in our island including for people with poor mental health who also need to have their physical needs addressed. However, it has also shown what we can achieve when we work in partnership with colleagues in the public and voluntary sector to tackle the complex relationship between mental health and poverty at a community and individual level. During these very challenging times, we have shown considerable resilience with our teams working through lockdowns and adapting to online service provision where appropriate.

Our Youthful Minds team will continue to be an influential advocate for young people's rights and will continue to work with partners to campaign to ensure all young people learn about mental health. Everything we do will have a golden thread of inclusion and opportunities for people across the lifespan to activate their lived experience. We will work with renewed vision and energy to become a truly inclusive organization that challenges systemic mental health and wellbeing inequalities. To meet the needs of the people we serve, we will ensure that our board and staff team reflect the community we work with. To keep us on track, we will set clear outcomes and performance indicators/milestones so that we can see what difference we are making. We will continue to reflect on and review our offers of support with service users as co-production is easier to write about than it is to deliver in meaningful ways. Our achievements so far reflect a dedicated talented team at Mind Jersey. Our progress has also only been made through the interest and generosity of our supporters and for that we are truly grateful. We ask that you continue to support us to make the ambitions in this strategy a reality. We have much to do and we cannot do it alone. We won't give up until everyone experiencing a mental health problem gets the right support and respect.

Bill Dolan
Chair

Dr Tricia Tumelty
Executive Director

Mind Jersey 2022 - 2025 Our Key Outcomes

Access

We will challenge ourselves and the government to have ambitious mental health action plans which are sustainable and actively implemented making sure we work together to increase access and reach communities most likely to be left behind.

Reducing Stigma

We will deliver mental health awareness campaigns and work with employers and schools to reduce stigma and raise the importance of early intervention and make the distinction between mental health, wellbeing, and mental illness.

Activating our lived experience

We will provide mental health peer support training for volunteers across all ages and stages of family life and work with partner agencies to support people to activate their lived experience.

Support for Carers

We will campaign and work alongside colleagues in the carers strategy group to ensure carers rights and their needs are recognised. We will train staff across public and private mental health sector in the triangle of care to ensure better collaboration between professionals, carers and service users.

Voice of Young People

We will expand our youthful minds participation group to ensure younger people can join in our mental health awareness raising.

Residential care

We will provide accommodation for the care, general wellbeing and where possible, rehabilitation of individuals who suffer from mental health problems.

Research

We will work with public and voluntary sector to find opportunities to undertake research into mental health on our island.

Performance Measures

Access

We will work with and attend government strategies meetings.

We will monitor referrals to all our pillars and respond appropriately to all requests for support.

We will identify 2 new community spaces annually to work from.

Reducing Stigma

We will deliver daily mental health education messages across our social media platforms, with a particular focus on highlighting the difference mental health, mental illness, and wellbeing.

We will deliver 6 podcasts annually to reduce stigma and increase awareness.

We will deliver 6 local media platforms to reduce stigma and help create parity of esteem between mental and physical health.

We will develop and deliver 6 customised mental health education packages for corporates and partner agencies.

We will develop and coordinate service user participation/campaign groups to help shape and inform services.

Activating our lived experience

We will provide 6 mental health peer support training sessions annually across all ages and stages of family life.

We will meet with partner charities on a quarterly basis to ensure a coordinated peer support network across our island.

We will recruit 60 peer support volunteers annually.

People with lived experience of mental health problems will form part of all our interview panels, board, and workforce.

Support for Carers

We will attend quarterly carers strategies meetings.

We will help coordinate monthly carers support groups.

We will help coordinate monthly support after suicide groups.

We will deliver 6 training sessions to professionals on the Triangle of Care to achieve better collaboration and partnership with carers in the service users and carers' journey through mental health services.

We will develop peer support for carers services in 2023.

Voice of Young People

We will develop a Youthful Minds group for 11-16 years in 2023.

We will deliver 20 awareness sessions annually within schools and community centers

Residential care

We will ensure we maintain care commission registration requirements to provide care for 7 residents.

We will ensure the team are trained to deliver person centered care and residents live their best lives.

Research

We will identify funding to develop one research project in mental health within the next two years.

Our Priorities

Campaign

We will speak out and demand mental health Support that respects our rights, keeps us safe and gives us hope – regardless of background.



Inclusion

We will work to ensure access to mental health support for all regardless of background.

This is critical to improving outcomes for service users who experience discrimination.

Partnerships

We will work in collaboration across the mental health sector to impact positively upon our island community and continue to reduce stigma.



Co – Production

We will work together with our service users, volunteers, donors and Commissioners as strategic partners to develop our work collaboratively.

We will place peer support at the centre of all we do. and monitor the opportunities for all involved to activate lived experience.

Our people

We will work in partnership with staff and volunteers to ensure we have the tools available to make a difference.

We will work with staff and volunteers to ensure that we help everyone to reach their potential, are recognised and supported for their work and share in decision making.

Financial resilience

We will use our financial resources wisely whilst growing our income to ensure that we can deliver our strategy.

We will campaign to ensure peoples' mental health is supported during difficult financial times



Our people

We will work in partnership with staff and volunteers to ensure we have the tools available to make a difference.

We will work with staff and volunteers to ensure that we help everyone to reach their potential, are recognised and supported for their work and share in decision making.



Supporting our work Our Financial Resources

Delivery of this ambitious new strategy requires substantial financial investment. This will be funded in part through the use of our free reserves (in line with our reserves policy)

Reserves alone are insufficient to provide that extra investment and therefore we have to put in place a bold fundraising target, projecting growth as indicated below.

	Actual 20/21	Actual 21/22	Budget 22/23	Forecast 23/24	Forecast 24/25
Income from donations/events	253,070	259,248	210,000	250,000	300,000
Income from funding applications	16,667	105,417	80,000	80,000	0
SLA income	179,361	201,861	247,211	247,211	247,211
Other income (Camelot/shop/properties)	518,085	554,917	546,587	546,587	546,587
Expenditure	(1,054,581)	(1,048,749)	(1,223,497)	(1,284,672)	(1,348,906)
Operation surplus/(deficit)	(87,398)	72,694	(139,699)	(160,874)	(255,108)

Assumes funding applications expire post 2023/24 and that a further £40k is received from ana leaf/another funder in spring 2023

Increase in donations in 23/24 to £250k then to £300k

Currently no increase in SLA funding for adult services and C&YP which is currently subject to negotiation for next three year period.

Assumes a flat level of income for shop, properties, and income for residents at Camelot, no training profit forecast.

Expenditure assumed to grow by 5% from 23/24 onwards

Engaging with more people

In order to grow our income, we will need to engage more supporters and sustain the loyalty and generosity of our current donors. We have developed Our ambassadors' program, innovating new ways for supporters to get involved and learn about the impact their donations/support is making. We have taken the time to listen to supporters. Understanding the difference, they want to see and how they want to be involved.

Outcome based reporting

Over the duration of our new strategy, we will be measuring against key outcomes, so we know we are delivering impact and making a difference to the people we are here for. We understand that we do not do any of our work alone, always working in partnership and alongside many individuals and organisations; these key outcomes all help drive us as we work to deliver our goals.

Activating our lived experience



Peer Support in Action



Positive
Empathic
Empowering
Reciprocal



“We will create the conditions for more people to be able to activate their lived experience”



“Stigma and isolation are real barriers to getting the right support at the right time – delays are costly for all involved”





“As a team we all respect and value diversity and collectively we are creating an environment that are inclusive of all, and by working in partnership with our health and education colleagues we will reduce inequalities in mental health”

We will use our influence to promote equity in access to services and Inclusion internally and in our work with partner agencies.



We are here to support anyone living with mental health problems and impacted by a family members mental illness.



We are here to support those impacted by poor mental health. With health inequalities engrained throughout our health and social care systems we will work with partners to challenge inequalities and inequalities between physical and mental health provision.

