**Project code**: 16968  
**Project name**: Let's Get Real (about men's mental health)  
**Contact**: Steve Spiers, South Glos Council  
**Category**: Communication Initiative Award  
**Category type**: HSJ Value Awards 2019

1. **Project title**: Let's Get Real (about men's mental health)

If your project is shortlisted you will be invited to present your project to our judges. Please provide the name and contact details of the lead presenter.

**Supporting information**: [supporting_evidence_for_movember_-_hsj_value_awards_2019_communication_initiave_award_2.pdf](#)

**Weblink Box**:
1. Main website link is https://letsgetreal.uk/
2. Bristol Bears you tube films seen by around 40,000 people is https://www.bristolbearsrugby.com/news/video-players-open-up-on-mental-health-for-movember/
3. Bristol TV clip is embedded on you tube (please note we uploaded for this award submission hence the low view figures)  https://www.youtube.com/watch?v=PPnFJ-pGank&feature=youtu.be

**Name of contact**: Steve Spiers  
**Job title**: Public Health Programme Leader  
**Organisation**: South Gloucestershire Council  
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If your entry involved working with any other partner, including charity or public-sector organisation, please provide their details here.

Bristol, North Somerset & South Gloucestershire CCG  
Bristol City Council  
North Somerset Council  
Bristol Independent Mental Health Network  
Second Step  
Movember Foundation  
Bristol City FC  
Bristol Rovers FC  
Bristol Bears Rugby

2. **Full title of organisation to be considered for an award**: South Gloucestershire Council and Bristol, North Somerset and South Gloucestershire CCG (BNSSG CCG)

3. **Has this project been entered for a previous edition of the HSJ Value Awards?**: This has not been entered for a previous edition of the HSJ Value Awards

**Describe the project, initiative, person or organisation to be considered for an award.**

Outline a brief synopsis of the context, challenge, activity and outcomes. This will help our judges understand the submission.:

Suicide is the biggest killer of young and middle aged men across the UK. One of the main risk groups is men who have never been known to services as being having mental ill health. How the health system targets this group to seek help is a national challenge and a key part of meeting the 5 year forward plan for mental health’s target of a 10% reduction in suicide by 2021.

Across our area of around one million people we have had a number of campaigns with limited success in targeting messages at men. In 2018 our local suicide prevention transformation group lead by the Bristol, North Somerset and South Gloucestershire CCG came together and developed an innovative and widely owned approach to raising male awareness of mental health and mental health services as part of our approach to suicide prevention.

A local partnership of our CCG, three local authorities, voluntary sector providers, local professional
sports teams, universities and the national Movember team joined up to co-ordinate a campaign built around face to face engagement, traditional media and social media. We targeted platforms and physical settings where we thought men we more likely to engage with the messages.

**Describe the challenges and context of your solution or service.**

Challenges:
- Men are less likely access information and services relating to mental health.
- Targeting is difficult because many men who die by suicide have no history of accessing services.
- We needed a non-threatening approach to get initial engagement.

Our rationale
- There is an international evidence base that population level awareness campaigns do increase help seeking behaviour.
- The CCG and local authorities have recently commissioned improved community based support so we had new capacity to support need very quickly.
- By linking sport to the campaign we would gain coverage health and local authority partners would not get alone.

Our approach
- We developed a campaign with local content but in partnership with Movember Foundation a strong national brand with established partnerships with professional sports clubs.
- We developed a local bespoke website for the campaign with information about mental health, services and a prize draw linked to sports prizes to attract interest.
- Multiple partners all promoted the campaign via social media throughout the month.
- We targeted male settings for face to face engagement with and offer of sports prizes to start conversations.
- The sports clubs gave us access to their networks, media contacts and grounds to promote the campaign

**Describe the outcomes measured against the goals you set.**

Desired outcomes for the campaign
- More men to access information about mental health (including services), via media, social media or face to face engagement.
- Local services to see an increase in web traffic and referrals

What we achieved.
- Good coverage from BBC Radio Bristol with three interviews during the month
- Good coverage from Bristol TV with a two minute film played
- 2681 Views on the campaign website with 63% of those viewing men compared to 14% being typical of other local health campaigns
- Over 40,000 people watched you tube films put up by Bristol Rugby
- 1150 people spoken to by a team of 24 volunteers with lived experience at events
- Community programmes saw web referrals increase by 31%
- We spoke to 8,000 people during a half time interview at the Bristol Rovers game

Lessons learnt
- Balancing the national Movember messages and the local information caused some confusion over branding.
- The sports clubs are key to getting significant coverage but can work unilaterally and managing these relationships is time consuming.
- Social media and traditional media are powerful but work better alongside face to face engagement
- Volunteers with lived experience in community settings were key to engaging the public

**Describe and demonstrate how you have enabled others to use your initiatives across other departments and organisations.**

It is hard to convey via an application alone but the Let’s Get Real Campaign was a movement that a wide range of partners fully bought into.
Although this work was funded by the CCG and project managed by South Gloucestershire Public Health the idea came out of the suicide transformation steering group with representation including local GPs, hospitals, voluntary sector and lived experience organisations, local universities and the three local authorities in the CCG area. These partners were then joined by the three big local professional sports teams in Bristol City, Bristol Rovers and Bristol Rugby along with Wesport the umbrella for the local voluntary sports sector.

All of these partners developed local activity and media promotion to promote messages about how men self-manage their mental health and also access local services. Some examples are attached to this application.

We also linked with the national campaign of the Movember Foundation adding mutual value and we are presenting back to the National Suicide Prevention Programme- Shared Learning Day on the 7th Jan. This will mean our learning will be shared with the other areas nationally who have been given extra NHS funding to reduce suicide.

Outline the value creation in line with the goals set and achieved:

The cost of a single suicide has been put at £1,700,000 and the campaign cost less than 1% of this amount at just under £12,000 (Knapp M, 2012).

Even if the campaign prevented no suicides it is likely that it enabled people to get services earlier preventing a more costly trajectory of service use. The Hope Project (one of the services signposted to during the campaign) reported supporting four individuals that were suicidal during the period including one who handed over a rope intended for use.

The campaign’s aims of targeting messages to as many people as possible is easier to demonstrate with the volume of contact detailed above. So for under £12,000 we were able to fund the new web content, social media boosts, hard copy materials, prizes, volunteers expenses, community sports sessions and project management contribution for public health.

It must be acknowledged there is a lot of goodwill around improving mental health in the community and therefore time and resource was given freely by many partners. The Let’s Get Real campaign gave this all a focal point over a single month and allowed it to work as a single coordinated effort.

Who are your stakeholders and how did you engage with them, what level of buy-in did they have and how was their contribution important to the outcomes:

The key partners were

• BNSSG Clinical Commissioning Group provided the funding, oversaw the development of the website and media liaison

• South Gloucestershire Council Public Health project managed the campaign and oversaw all public engagement and community activities, managed the volunteers and coordinated all partners. SGC also provided the design and print and distribution support for hard copy resources and the outcome monitoring during the campaign.

• North Somerset and Bristol City Council promoted the campaigns at events and via social media

• Movember national team supported around branding and linked to local events including the Mo Run attended by 500 people.

• Professional sports teams allowed use to their networks, social media platforms and brands and generated their own activities and events. They also allowed the campaign access to match days for promotion.

• Bristol University and UWE allowed supported with promotion to students plus supported with ensuring an evidenced based approach via Professor David Gunnell one of the UK leaders in suicide prevention

• Bristol Independent Mental Health Network supported by recruiting volunteers with lived experience to attend community events

• Local service providers linked the referral pathways to the campaign and gave data on and changes in activity levels as a result