Norfolk & Waveney STP – World Café

How are we engaging middle aged men?

12th Man
Mental Health First Aid training for barbers, tattooists, social clubs etc

Positive Activities for Men
Men identified in primary care directed to positive activities whilst awaiting referral to mental health trust

Construction & Trades
Mental Health First Aid training for construction and routine manual industries.

Marketing Campaigns
Promoting mental health and wellbeing via men’s wellbeing campaign ‘MenKind’. Engaging with a local ex-professional footballer to head the campaign and release monthly blogs via the county council website as well as social media platforms and newspaper (EDP).

Digital Technologies
Stay Alive App available for free across Norfolk with local crisis support services included
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What are our challenges and solutions?

12th Man
Due to unforeseen circumstances, a new project lead who will be delivering MHFA training has not yet been trained themselves. The Outsiders will outsource until the lead has been trained.

Positive Activities for Men
Managing demand and inappropriate referrals requires triage through multi-disciplinary team and agreed specific criteria (currently being piloted).
Engaging men at risk necessitates active listening and integrity to build relationship through a competent post holder.

Construction & Trades
Generating initial engagement and interest in the project will be our biggest challenge. We are in early discussions with an industry organisation with hopes of bringing them on board as an ‘early adopter’ of the project in order for us to design the service using relevant insight from the industry, hopefully making the service more appealing to others.

Digital Technologies
Our comms campaign for November was centred around mental health with various messages released throughout the month. This concluded with a large scale press release of the Stay Alive app via social media, newspaper and regional televisual news.
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What change ideas are we testing?

12th Man
Offering those engaged with sports and hobbies to participate in mental health activities such as ‘Mods for Mental Health’ and a cycling team.

Positive Activities for Men
Peer support / shared experience through activities and group work

Construction & Trades
We are trying to take a user-led approach to designing the service. Engaging with organisations and finding out what is important to them will allow us to develop a service that is tailored to their needs.

Digital Technologies
We are engaging with the developers of the Stay Alive App to discuss additional features such as music to add to the LifeBox section.