

## Healthy Start, Healthy Scotland Campaign

# Healthy Start Healthy Scotland

IMPROVING THE MENTAL HEALTH OF MOTHERS AND BABIES FOR SCOTLAND'S FUTURE

RCPsych in Scotland have identified maternal and early years mental health as a key clinical and public mental health priority. We launched our new campaign 'Healthy Start, Healthy Scotland' at the Scottish Parliament on Wednesday 23rd September 2015. You can read the [campaign briefing paper here](#).

Maternal Mental Health Scotland has issued a [press release](#) in response to the publication of MBRRACE-UK's 'Saving Lives, Improving Mothers' Care - the Confidential Enquiries into Maternal Deaths 2015'

Mothers and Babies: Reducing Risk through Audits and Confidential Enquiries across the UK's (MBRRACE-UK) - 'Saving Lives, Improving Mothers' Care' - [Full Report](#)

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### Action Plan for Perinatal and Infant Mental Health

The Royal College of Psychiatrists in Scotland has produced an Action Plan for Perinatal and Infant Mental Health for the Scottish Government. Read more, [here](#).

### Managed Clinical Network for Perinatal and Infant Mental Health

The College in Scotland is also proposing a Managed Clinical Network for Perinatal and Infant Mental Health which was approved for funding by the Scottish Government in November 2016. You can view the proposal, [here](#).

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### 'Healthy Start, Healthy Scotland' campaign debated in Parliament

On the 3rd of November Mark McDonald MSP brought a members' debate on our early years campaign; you can watch it [here](#)

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### Campaign Strategy

#### Improve knowledge and awareness of maternal and infant mental health

The College will campaign to improve knowledge and awareness of maternal and infant mental health through public and professional educational events, engagement with politicians and healthcare providers, and media liaison.

- Meeting organised with SG Psychiatric Advisor and Maternity Advisor
- Promote NES Maternal Mental Health module to psychiatrists
- Involvement in NES Infant Mental Health module development
- Promotion of campaign at political conferences

By using the 'Healthy Start, Healthy Scotland' logo on letterheads, at conferences and other events and on promotional materials, the College will seek to draw additional awareness to the campaign.

- Use at all College events in Scotland
- Stand at UK Annual Congress

### **Organise events that bring specialists and parents together to learn from each other**

The College will have themed sessions at College meetings which focus on research and service delivery for maternal and infant mental health.

- *Maternal Deaths Enquiry session at 2016 meeting*
- *Work with Mental Welfare Commission to identify barriers to care for maternal and infant mental health (project underway – meeting with MWC to be arranged)*

The College will work jointly with voluntary organisations and service user/carer representatives to learn about their current and future expectations of care.

- *Work with Maternal Mental Health Scotland to identify parents needs, including jointly hosted conference in March 2016 (conference date to be agreed. RC is lead for the conference organising and we can use platform to highlight HSHS and link with service users who attend)*
- *Work with NSPCC to map 3<sup>rd</sup> services for maternal mental health and directory of services for infant mental health (discussions underway about next steps following on from NSPCC report – RC and AM to meet NSPCC?)*

### **Work smarter to break down barriers to seamless care for mothers, infants and their families**

The College will establish an inter-faculty group to explore ways of working across boundaries and identify examples of good practice which can be replicated.

- *Initial discussion at Exec meeting with brief interfaculty task group to produce report on good practice evidence and recommendations*

The College will establish links with other relevant medical Royal Colleges in Scotland (e.g. the Royal College of Obstetricians and Gynaecologists, the Royal College of General Practitioners, the Royal College of Midwives, the Royal College of Paediatrics and Child Health) to explore barriers to providing seamless assessment and care.

- *Write to RCOG, RCPCH, RCGP, RCM, RCN requesting involvement in round-table event (RC/AM)*

The College will host a round-table event, bringing it together with parents' and children's representatives, voluntary agencies, statutory early years agencies, other professional organisations, the Mental Welfare Commission and public representatives, to share knowledge and identify priorities for change in Scotland.

- *Invitees to round-table: RCOG, RCPCH, RCGP, RCM, RCN, BPS, CPHVA, NSPCC, Wave Trust, MWC, Early Years Collaborative, Crossreach, Mellow Parenting, Homestart, etc.... (please add suggestions)*
- *NSPCC very interested in being joint hosts of round table event (RC/AM to meet with NSPCC and then arrange date and joint invites)*
- *NSPCC have already asked Jamie Hepburn MSP, Minister for Mental Health, to consider chairing*
- *Possible aim for mid 2016*

### **Indicators of a successful campaign:**

- RCPsychiS interfaculty report on joined up working
- Successful joint conference with MMHS
- Successful round table event with NSPCC
- Presence of theme at majority of RCPsychiS events/conferences over next 2 years
- Media publications on maternal and infant mental health
- Joint NSPCC/MMHS/RCPsych report on 3<sup>rd</sup> sector provision for maternal mental health and directory of provision for infant mental health