



# H.A.Y. Cambridgeshire & Peterborough

Join the Conversation: Coproduction

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# **Warm Up:** **How good are you at coproduction?**

In the Teams chat, give yourself a score from 1-10: how good do you feel you are at coproduction?

We'll come back to this later!



# H.A.Y. Cambridgeshire & Peterborough

H.A.Y. Cambridgeshire and Peterborough is a family of digital spaces that bring together everything local that boosts mental wellbeing, for each of the council districts within Cambridgeshire & Peterborough.

H.A.Y. began as part of the Peterborough Exemplar, an early-adopter site for the NHS-England Community Mental Health Transformation.



How Are You  
Peterborough?



How Are You  
Fenland?



How Are You  
East Cambs?



How Are You  
Cambridge?



How Are You  
South Cambs?



How Are You  
Hunts?



**H.A.Y.**

**Cambridgeshire &  
Peterborough**

*Helping you look after you*

## H.A.Y. Project Aim

H.A.Y. shares details of any activity, group or service who provide a wellbeing boost to local people, if they pledge their support to the Exemplar vision:

***Wherever you live in  
Cambridgeshire & Peterborough,  
you will have access to the  
mental health support  
that you need when you need it.***



# What does “Coproduction” mean to you?

In the Teams chat, post what comes to mind when you hear the word “coproduction”

There are no right or wrong answers!



Coproduction Steers



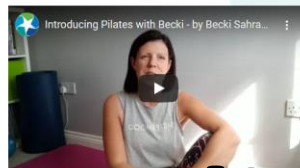
super local



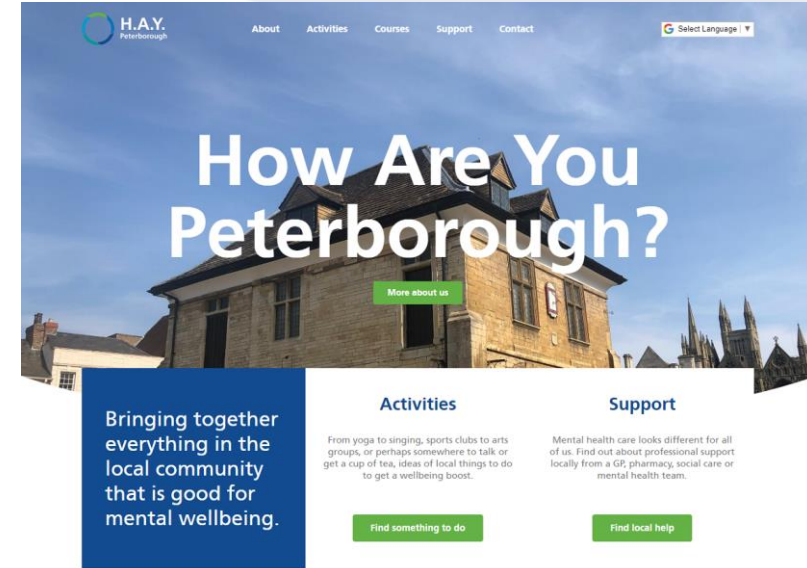
Becki runs group and individual Pilates classes in & around Peterborough. Pilates is a holistic exercise system designed to lengthen, strengthen and restore the body (and mind) to balance. Pilates can improve posture, balance & coordination, relieve stress and improve wellbeing.

This activity is good for wellbeing because

- Practising Pilates requires a level of concentration and control, making sure the movements are performed precisely. When you're in class you need to focus inwards on your body, breath and the movements, helping you leave anything else that might have been on your mind at the door.
- Clients often tell Becki they feel better after a Pilates class and a



more than a directory



non-clinical



## H.A.Y. Experts by Experience

- Lived experience experts worked with us along the design and development journey, and continue to support us with ongoing evaluation.
- There is no THEM and US. Our team celebrates our own lived experience of mental health challenges.
  - We recruit with lived experience as a desirable criteria
  - We look after the team's mental health as a priority
    - If we recruit lived experience as an asset, we must make staff know they are as valued as much if they wobble as on a "good day"
- We "coproduce" in every conversation!



## Who should we coproduce with?

- To meet the needs of those with severe mental illness (SMI), we have to meet the needs of everyone.
  - We need to talk to people who identify with mental health challenges across the severity spectrum.
  - We must be mindful of recreating silos due to funding rules
    - e.g. an SMI project needs conversations with IAPT.
- We must avoid only being guided by the voices that are the loudest.
- We have to be honest about the barrier the phrase “mental health care” adds to conversations about support with mental health.





# Coproduction Events: Lesson Learned

- Give everyone a voice
  - Verbal, large group / small group, written in the session / later / in advance
  - Face-to-face vs online
  - Respect the impact of mental health challenges on the ways people may be able to contribute
- Coproduction is: Never finished. Never a tick box. Never them vs us.
- Reflect on who's voice was missing. Seek it out.
- Listen. Really listen. Don't go in thinking you already know the answers.



## Consider “The Journey”

- When mental health challenges are overwhelming, people may need the security of activities / groups / services specifically aimed at those with mental health difficulties.
  - Be cautious where this provides a limit rather than a security blanket
  - It is easy to “institutionalise” people within a community mental health model by limiting the range of options available to them
  - If you keep people held in a social sphere only with others experiencing mental health challenges, you skew their sense of mental wellness.
- Look for opportunities, smash through glass ceilings, support people stretching outside their comfort zone. Respect how hard it might be.



# Coproduction & Tackling Health Inequalities

- The difference between the ethnic demographics of Peterborough compared to the ethnic demographics of those seen by mental health services is stark
  - There are parts of the Peterborough population whose needs have not been met
  - They are not “hard to reach” – the system offer is not meeting their needs.
- The Peterborough Exemplar ran a workstream in 2020 with representatives from minority ethnic communities to develop a strategy to support those with severe mental illness in these groups.



**Peterborough  
Exemplar**

Joined Up Mental Health Services

# Supporting MH in minority ethnic groups in Peterborough; a 3 part investment

- H.A.Y. CELEBRATE Mental Health Fund
  - £100k funding to support minority ethnic groups in Peterborough to improve access to mental health care for those experiencing severe mental illness within their community
- H.A.Y. Champions training:
  - A 2 hour training workshop covering how to support others completing self-referrals to IAPT services, introductions to the Primary Care Mental Health Service and how to use [www.HAYPeterborough.co.uk](http://www.HAYPeterborough.co.uk)
- H.A.Y. Digital & Community Engagement Specialist roles



**Peterborough  
Exemplar**

Joined Up Mental Health Services

# H.A.Y. C E L E B R A T E Mental Health Fund

**Community Expertise Leading to Eradicating Barriers and Realising Access. Taking care of Everyone**

- Take away as many of the rules as possible
  - Be transparent – but promote blue-sky thinking and fit to rules afterwards
- Listen to people's ideas
  - Some of the best ideas cost nothing, but only come out when you offer funding
- Don't fund based on who is best at writing funding proposals
  - Ask for ideas not formal proposals. Let groups learn from each other!
- Embed projects and give ongoing support for long-term system gain
- Collaborate with other funders





# Proposal Key Themes

- In some minority groups, talking therapy just isn't understood as a treatment model
- Several proposals look to creative ways to give people a flavour of talking therapy to build their trust to engage in the system's offer
- Those with SMI may be best served by models that seem to target mild-moderate MH challenges – because the community as a whole needs to gain confidence in the range of support available
- All proposals have been carefully developed to ensure they tie into the wider system rather than sit as silo-investments



**Peterborough  
Exemplar**

Joined Up Mental Health Services

# Feedback

**I just wanted to give a bit of feedback about the HAY application process.**

**High Heritage is quite new; we were registered with the charity commission October 2020 (although we have been working in the community for over 5 years). And I can say since we registered we have written and submitted so many grant applications and most of these were not successful and for the few that were successful; it was not easy at all.**

**We have been amazed how the application process has been with you/HAY. You replied to emails, and the group meetings you organised for idea sharing was just AWESOME.**

**According to the race report recommendations, which include:**

- To build trust
- Create agency
- Promote fairness
- Achieve inclusivity

**And you/HAY tick the box for each of these recommendations.  
So THANK YOU.**

**Kind regards, Lara (On behalf of High Heritage)**



## H.A.Y. CELEBRATE Mental Health Fund

**Community Expertise Leading to Eradicating Barriers and Realising Access. Taking care of Everyone**

The Exemplar is supporting 9 projects through the £100k H.A.Y. CELEBRATE fund. The projects aim to support minority ethnic groups in Peterborough to improve access to mental health care for those experiencing severe mental illness within their community. Here is a preview on some of what is coming soon!

### Chinese Community

Fund coordinator roles and support a volunteer network within the Chinese community to support both within the community and to engage people in the wider mental health system offer.

### Pakistani/Asian Community

A psycho-education campaign for the Pakistani / Asian community, developed & delivered by a qualified mental health nurse. Project aims both to upskill & raise confidence in the community about mental health support but also educate local professionals on cultural barriers.

### Muslim Community

12 workshops from the Lantern Initiative to support those in the Muslim community who are waiting for interventions, 50 courses of counselling with Muslim counsellors and a H.A.Y. role to support training to the community to improve confidence reaching out and educate the wider MH system about barriers experienced.

### Black African, Caribbean & Asian Community

Physical activity project—details coming soon.

### Latvian & Eastern European Community

Activities within the community to promote conversations about mental health & improve confidence in the value of support. 50 counselling sessions as "tasters" to talking therapy to promote access to further input.

### Asian Women

10 Bollywood dance sessions from Jumped Up Theatre in collaboration with Mr Joshi of the Diwali Association, with counselling / peer support at the end of each session.

### Parents and Carers

Wellbeing Together MH awareness training by Living Sport & CPSL Mind for volunteer parents & carers in the Hampton Tiddlers group.

### Young Black Community

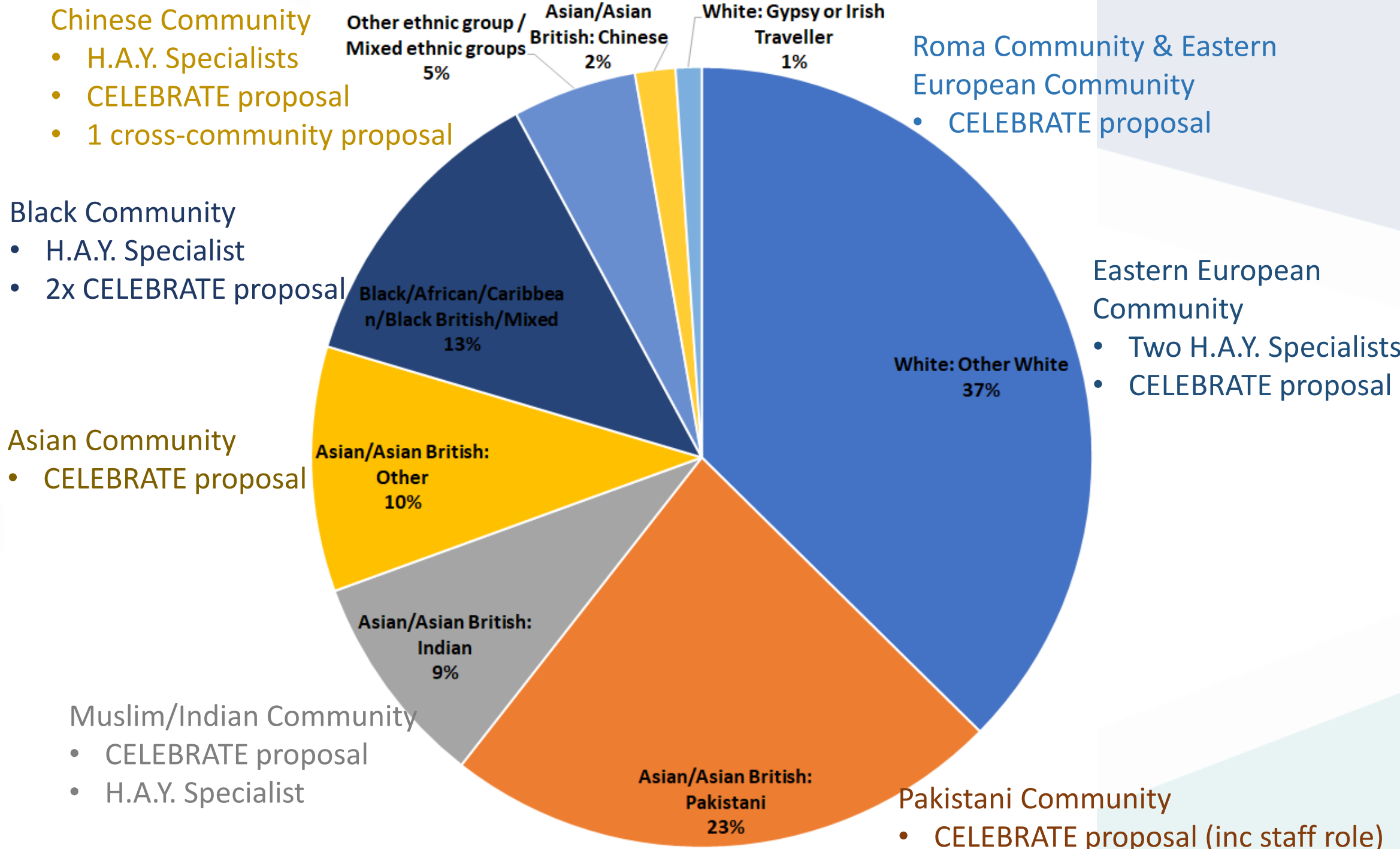
Wellbeing coaching sessions for 12 months for High Heritage, a Peterborough charity working to improve the lives of young people in the Black community. Plus support with work experience opportunities to boost confidence amongst young Black people interested in working within mental health.

### Roma & Migrant Eastern European Community

Resource a support hub with IT & staff to allow visitors to COMPAS charity to access online resources to support mental wellbeing and self-referral into support.



# Pboro Ethnicity Data





# Key lessons: time and recruitment

- Less consulting, more contracting – time must be paid for
  - Training workshop reimbursing for time to attend and cascade
  - Job roles within the team to support engagement
- A flexible approach to recruitment is key
  - Small contracts to suit a portfolio career model
  - Longer closing date to allow more people to be reached
  - Interview as many applicants as possible – don't recruit based on who is good at applying for a job, but rather who'll be good at doing the job
  - Support through the references process



**Email:** [HowAreYou@cpft.nhs.uk](mailto:HowAreYou@cpft.nhs.uk)

**Website:** [www.HAYCambsPboro.co.uk](http://www.HAYCambsPboro.co.uk)

**Twitter:** @HAYCambsPboro

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