mind Hull and East Yorkshire

Hull City Council

Work & Mental Health Matters: Hull's Work Well Service

Background

- Better Mental Health Grant Funding 2021/22
- Workplace and employability
- Evidence-informed practice
- Priority matrix for prevention
- Partnerships and collaboration
- Mobilisation and steering group

Programme Overview

Our Strengths & Challenges

- Multi-sector response
- Integrated marketing communications
- Evaluation over the programme cycle

- Progress the arrangements to delivery at pace
- Sustainability
- Impact of COVID-19

Outcomes

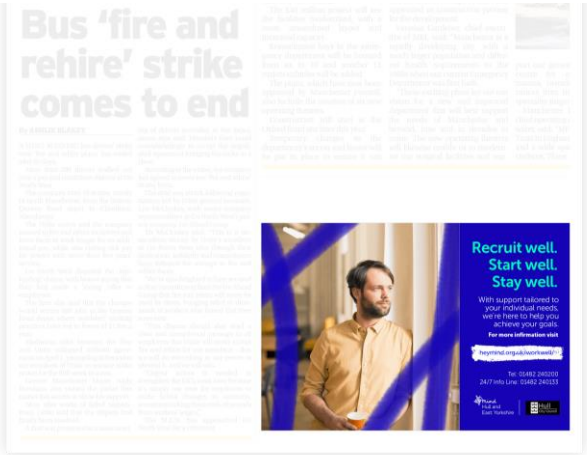
- Increased reach to different audience demographics across three areas of activity - Recruit Well, Start Well, Stay Well
- More responsive care that is tailored to individuals, attending to their personal needs and aspirations
- Improved marketing and communication tactics

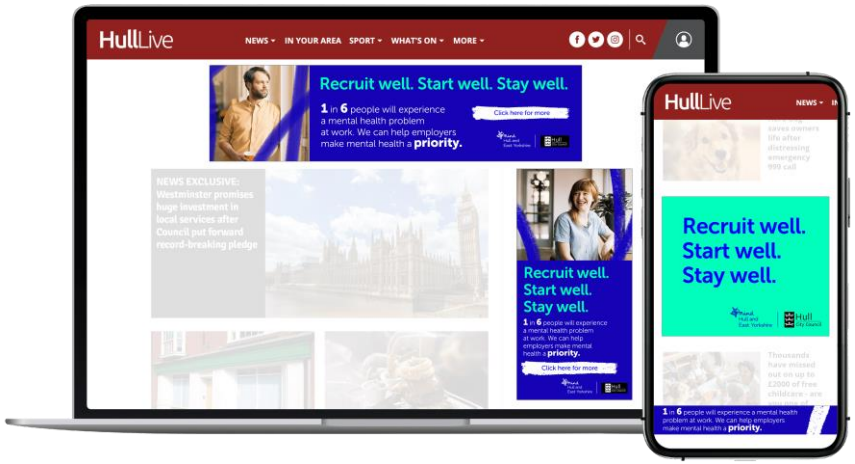
Communications approach

- Created messaging
- Utilised the Mind brand to create material
- Worked with partners to ensure reach and engagement
- Tailored approach
- 4 individual campaigns (overarching, Start, Stay, Recruit)

Marketing approach

- Social Media
- Digital screens in biggest shopping centre in Hull
- Networking
- Radio advertising
- Newspaper advertising





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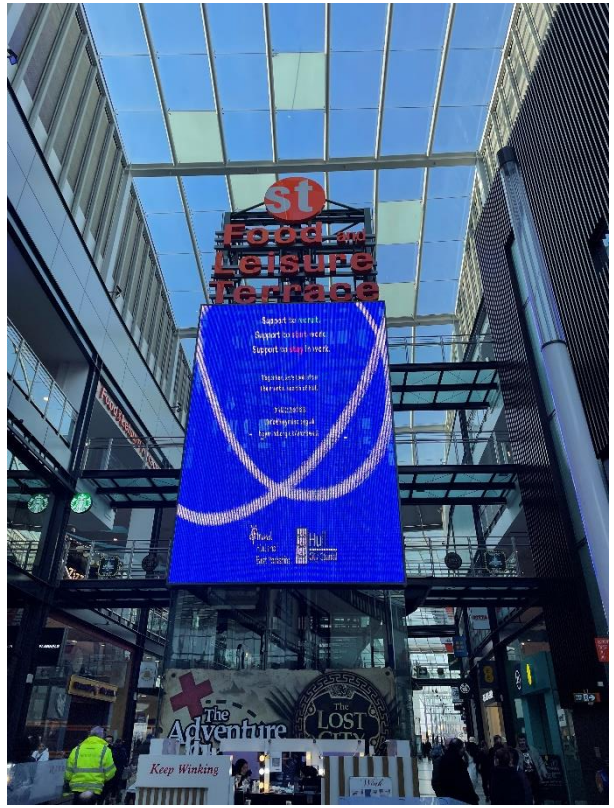
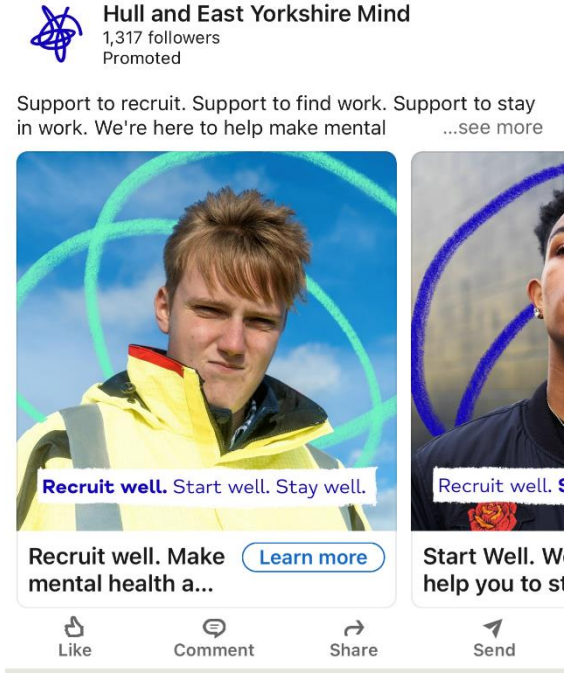
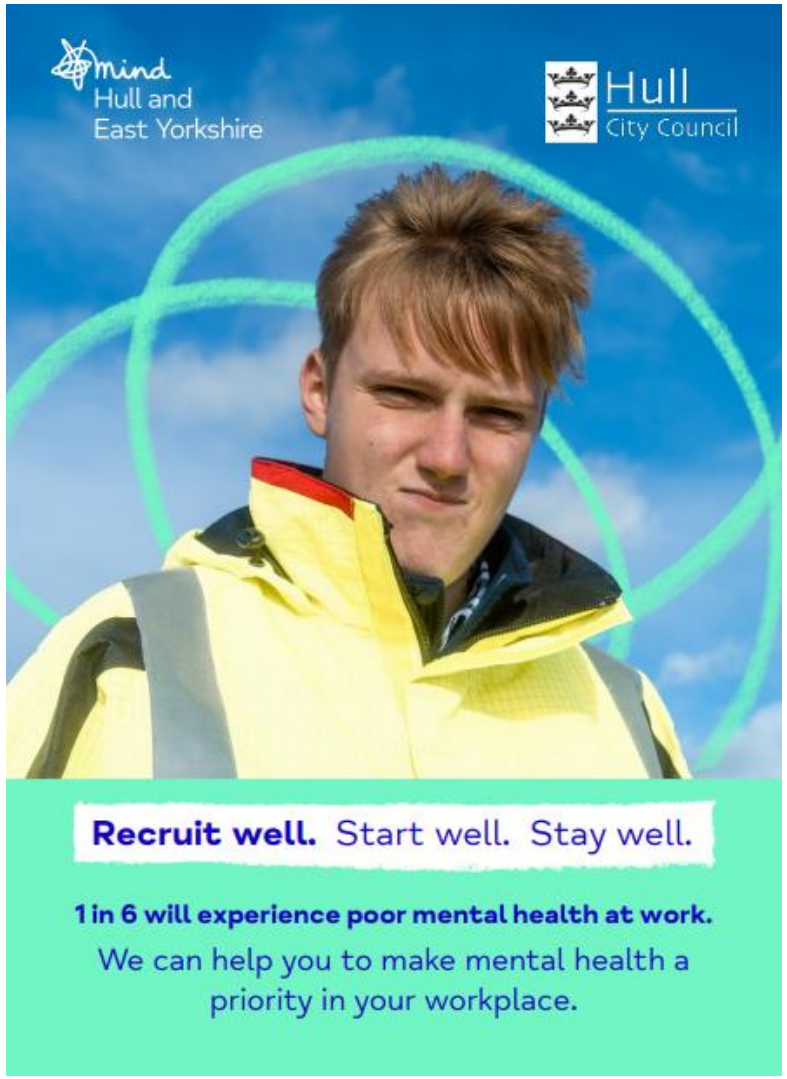
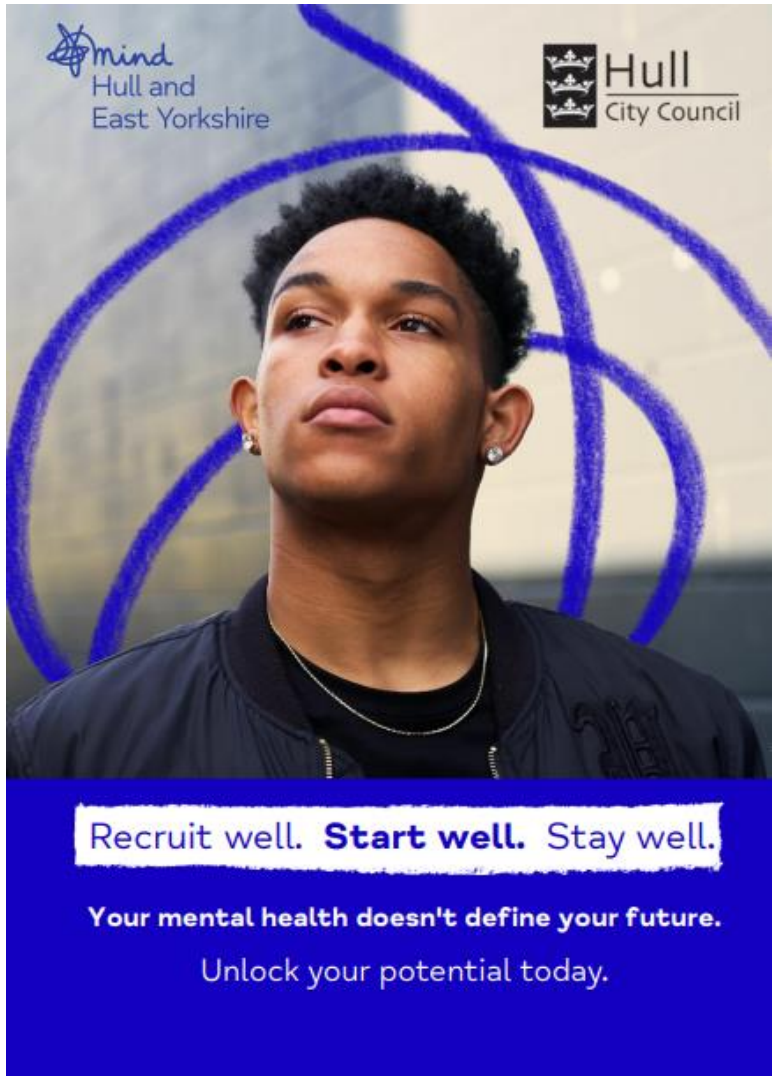
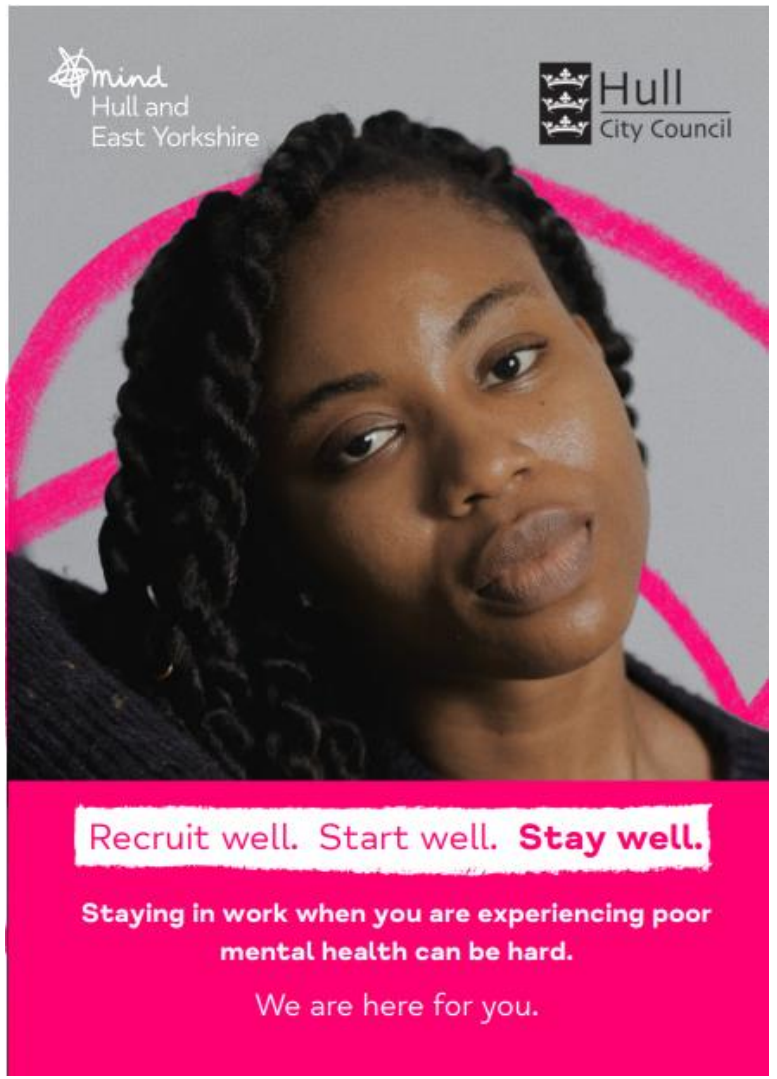




Recruit Well. Start Well. Stay Well.







Next Steps

- Raise the profile
- Make connections across the system
- Explore synergies with other programmes
- Evaluation for organizational learning
- Share lessons learnt
- Celebrate success