

Mental Health News

Promoting “World Mental Health Day”

Blackpool starts the ball rolling

The Mental Health News e-bulletin is a daily bulletin issued by the Mental Health Improvement Programme (MHIP) containing an item relating to a Mental Health issue, development or outcome in the North West.

The aim is to bring awareness to our stakeholders about service improvement and innovative projects underway in Mental Health across the North West, and to encourage you (the reader) to act as vehicle for ensuring that you or your organisation is engaged with the work where applicable.

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World Mental Health Day on Saturday 10th Oct sees the start of a week of events in Blackpool aimed at heightening public awareness of the importance of mental health and reducing stigma, especially with men. Radio Wave, the local radio station, has offered their support and will be promoting the events throughout the week.

Encouraged by the buy-in to the *It's a Goal* programme and the enthusiasm of Blackpool Football Club to get involved with this project, NHS Blackpool seized the opportunity to use this momentum as a platform to 'start the ball rolling' as part of our World Mental Health Day campaign. Linking in with this year's theme 'Mental Health in Primary Care: Enhancing Treatment and Promoting Mental Health'.

The manager and players from Blackpool Football Club volunteered their support by participating in a promotional DVD to be shown on a big screen prior to the Blackpool versus Plymouth game on 17th October, kick off 3pm. During their warm up Blackpool players will be seen wearing the 'Time to Change' T-shirts in support of the anti stigma message for mental health.

Opening on the 10th October, and for 5 days only, will be the 'Mental Health and Wellbeing Shop' at the Houndshell Shopping Centre, Blackpool. The Primary Intermediate Mental Health Team will be supported by guest celebrities and players from Blackpool Football Club. There will be an opportunity to have 'Tea and Talk' sessions with a range of mental health support services and partners in the community. Other activities will include a 'Speed Dating' style event at Blackpool Football Stadium which is designed to give people a chance to meet providers of Blackpool Mental Health and Substance Misuse Services. For more information please contact: Janet.Duckworth@blackpoolpct.nhs.uk

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