

Mental Health News

It's a Goal kicks off across the North West

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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It's a Goal! is a franchise that has been developed by Bearhunt, a social enterprise. It engages young men with low self esteem and depression in an eleven week programme which addresses issues such as confidence, motivation, communication skills and goal setting.

The It's a Goal! programme has been operational for five years now and runs in football stadia using modules based around football metaphor. So far programmes have been running at Macclesfield Town, Manchester United, Plymouth Argyle and Stockport County, and will soon be running at Burnley and Stoke City.

In September MHIP wrote a news story telling people about the event we held at Old Trafford to engage PCTs in the It's a Goal programme. Following this event Mike Farrar (Chief Executive, NHS North West) wrote to the PCTs inviting them to sign up to the programme. Seven PCTs responded and work is now progressing with NHS NW to get the programme up and running. The 7 PCTs are:

- NHS Blackpool
- NHS Blackburn and Darwen
- NHS Heywood Middleton & Rochdale
- NHS Oldham
- NHS Manchester
- NHS Western Cheshire
- NHS Wirral

MHIP are looking forward to progressing this work and have arranged a meeting for November with the commissioners and the PCT champions to agree the specification for delivery.

For more information please contact Sheila.beaton@northwest.nhs.uk by email, or on 0161 625 7454.

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