

CHALLENGING TIMES FOR RURAL HEALTH

-“I live in the country
and work in a city”



*Professor Mike Cooke, CBE
Chief Executive
Nottinghamshire Healthcare NHS Trust*

*Rural Health Conference
Nottingham Forest Football Club
26th November 2012*



positive

about making a difference



INTRODUCTION

- Welcome and Introduction
- Work and Home Life
- Me, Mental Health, Tackling Stigma
- What Patients Want, What Staff Want
- Mental Health and Physical Health
- Resilience, Prevention, Recovery
- A couple of examples
- A Few Ideas



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"Sadness is an emotion that everyone feels. If I'm sad, it doesn't mean that it's just because I'm bipolar. I still have normal emotions."





WORK AND HOME LIFE



The urban worker



The country 'idyll'



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*Nottingham Panthers –
Anti Stigma campaign*



ME, MENTAL HEALTH, TACKLING STIGMA

- “It’s Ok to Talk About It”
- “This Ability”
- “Stamp It Out stigma”
- “It’s Time to Talk, Time to Change”
- 10/10 each year
- 1 in 4, 9%↑, relationship to economy



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It's OK to talk about it



IT'S ABOUT PEOPLE

What Patients want?

- Clinically effective safe care
- Cleanliness
- Responsive services
- Dignity
- Respect
- Involvement
- Communication

What Staff want?

- Clear role
- Real teams
- Clear goals
- Approachable Management
- Feedback
- Chance to develop [job]
- Chance to develop [career]



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"I worry about how I come across. Other people generally look down on those with mental health problems. There's a bit of a reputation."





MENTAL HEALTH AND PHYSICAL HEALTH

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Integration Challenge

No mental health without physical health; no physical health without mental health

People who experience both mental and physical health difficulties will lead shorter lives.

Help us to ensure that we deliver integrated healthcare to meet the mental and physical health needs of people using our services, improving patient experience and outcomes.

Join the Integration Challenge now!

Be part of the challenge! 

How to get involved...

Help the Trust to deliver integrated healthcare by:

- Sharing good practice
- Telling us your views or suggestions
- Signing up to support initiatives already underway
- Setting up and leading your own initiative

Email: integration@nottshc.nhs.uk
Visit: The Integration Challenge section on the Trust, County Health Partnerships and Bassetlaw Health Partnership Intranets



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"People have always called me names. I used to get called 'mongol', 'Frankenstein' and 'retard' by my next door neighbour. That doesn't feel good."





RESILIENCE, PREVENTION, RECOVERY

...some themes for today potentially

- A comment on each
- A focus on one RECOVERY
 - ☑ HOPE
 - ☑ OPPORTUNITY
 - ☑ CONTROL

“Someone to love, something to do, somewhere to live”



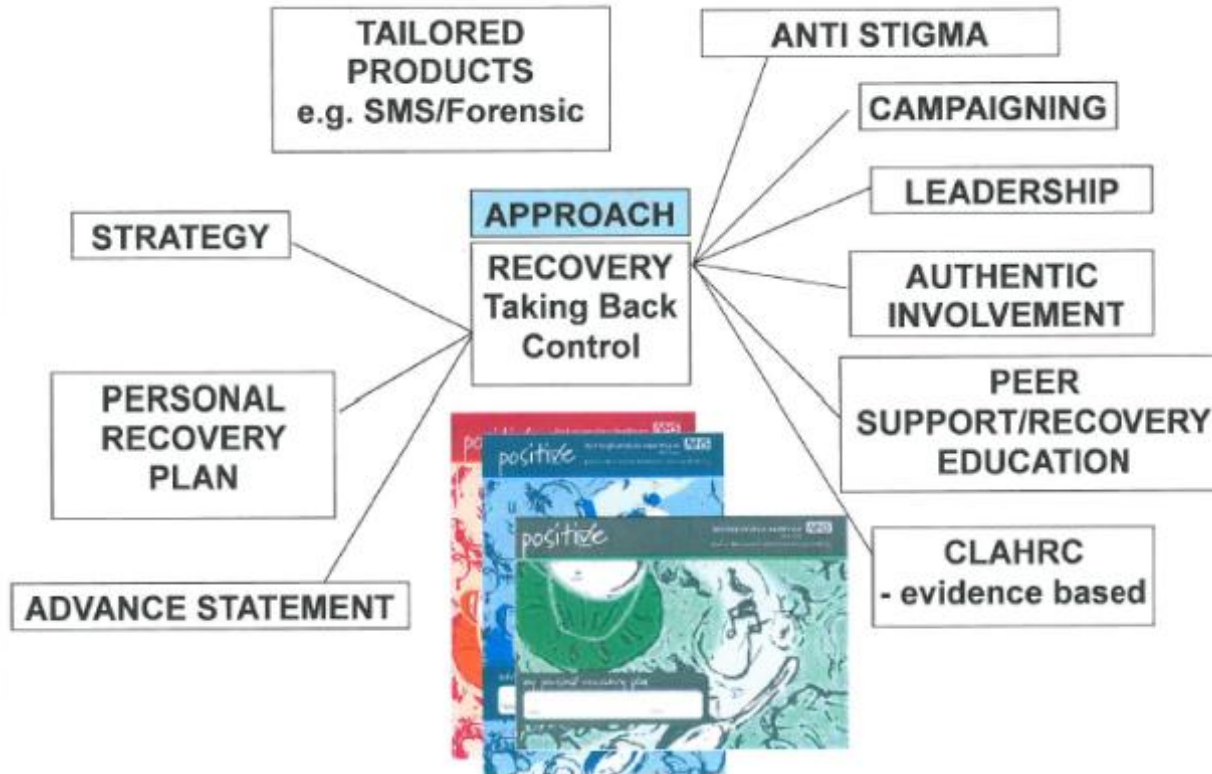
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A close-up photograph of a person's arms resting on a grey surface. The skin on the forearms is covered in numerous raised, reddish-purple scars, characteristic of self-harm. The person is wearing a black and white patterned shirt and a blue wristband.

“People’s attitude to self-harming is to pretend it doesn’t exist. They just don’t want to know. But this is the way I know how to cope.”



FIRST EXAMPLE: Recovery Ingredients





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SECOND EXAMPLE – 2003/2004 Staffordshire



Rural Emotional Support Team

Farming community, rural poverty isolation, stigma and access to firearms.




Nottingham Recovery College Launch





AND FINALLY.... A few ideas

- Build resilience through positive mental health
- Use recovery thinking – hope, opportunity, taking back control
- Integrated care professionals who do ‘below and above the neck’!
- Assistive technology – self-monitoring, alarms
- Re-ablement, Resilience, Rehabilitation and Recovery
- Games makers:
 - London 2012  Health Makers in rural communities?
- Buddy app
- See rural as a key setting for liaison



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GOOD LUCK WITH YOUR INAUGURAL CONFERENCE



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www.nottinghamshirehealthcare.nhs.uk

www.mentalhealthclinicians.org.uk

www.clahrc-ndl.nihr.ac.uk

***Thank you and....
take your rural health ideas back to your county***