

# Measuring Impact: Promoting Good Mental Health and Wellbeing

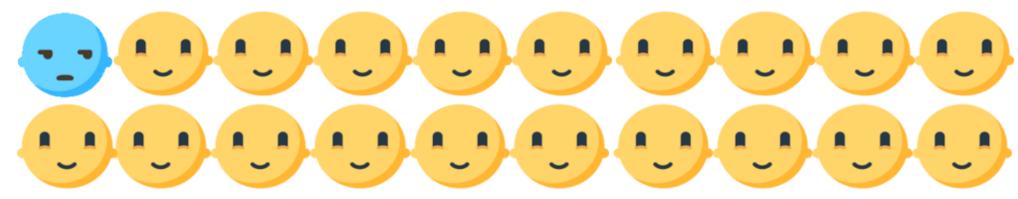
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 1. Public Health England. 2. CLARHC NWC. 3. Blackpool Council. 4. Oldham Council. 5. Knowsley Council. 6. Public Advisors

## Aim

To help those responsible for promoting good mental health and wellbeing and preventing mental ill-health to understand if their projects are helping local communities.

## Background

In the North West people aged 16+ self-reported:(1)  
 1 in 20 of us were not satisfied with our lives



1 in 10 were unhappy



2 in 10 were very worried



It is also estimated (2) that almost 150,000 of us aged between 16 and 74 are depressed.  
 Given these figures, promoting good mental health and preventing mental ill-health is really important.

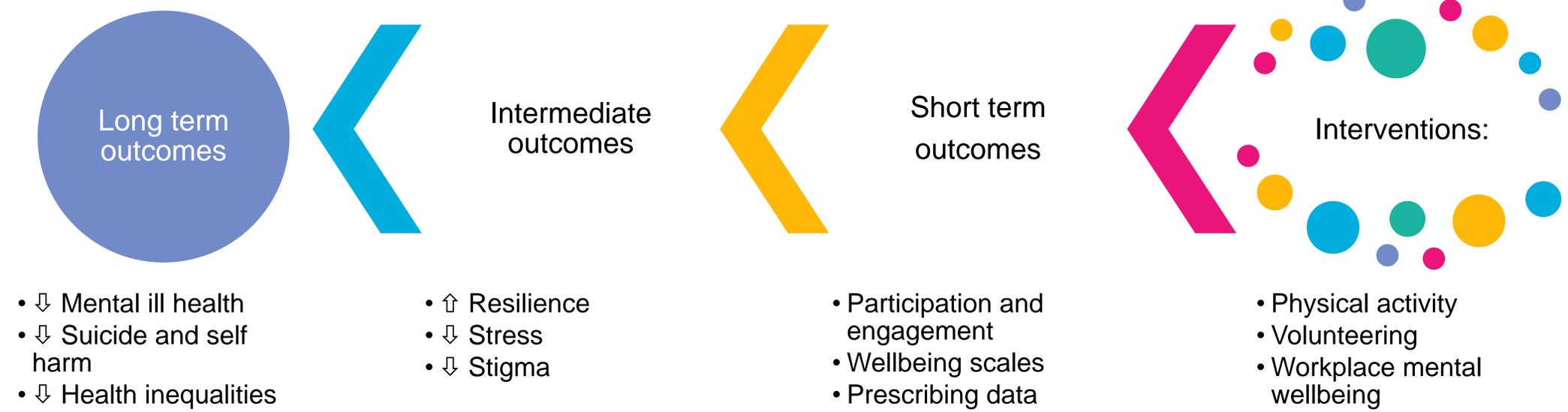
## Introduction

In the North West lots of work is being undertaken to improve the mental health of local communities. Because mental health spans wellness and illness, and outcomes may take decades to occur, measuring the impact of this work is difficult. Understanding outcomes is important, particularly as local authority budgets are under pressure. Improved outcomes can lead to cost-savings in the long-term.

## Methods

This projects has developed a logic model to help measure if the work happening in local areas is improving mental wellness and preventing mental illness. Logic models link interventions through to long term outcomes.

Our logic model starts with desired outcomes and works backwards to show what should be measured and what activities will lead to the desired outcomes. This is summarised below including example interventions:



## Learning so far

- Reinforced the challenges and complexity of evaluating the impact of mental health projects
- The value of different perspectives (e.g. academic, local authorities, public advisors and NHS)
- The importance of planning and committing time to the process and scoping
- Importance of starting with the end game- outcomes of what we want to achieve
- The range and diversity of interventions to improve mental wellness and prevent mental illness

## Feedback so far

This work is urgently needed

We need to evaluate the wellbeing impact of a wider range of policies

## Next steps

To test the logic model and to change it based on what people tell us.

## References

1. ONS Survey 2016
2. PHE Fingertips tool