



Policy paper

Prevention concordat for better mental health

Updated 14 May 2019

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About the concordat

The Prevention Concordat for Better Mental Health is underpinned by an understanding that taking a prevention-focused approach to improving the public's mental health is shown to make a valuable contribution to achieving a fairer and more equitable society. The concordat promotes evidence-based planning and commissioning to increase the impact on reducing health inequalities. The sustainability and cost-effectiveness of this approach will be enhanced by the inclusion of action that impacts on the wider determinants of mental health and wellbeing.

The concordat is intended to provide a focus for cross-sector action to deliver a tangible increase in the adoption of public mental health approaches across:

- local authorities
- the NHS
- public, private and voluntary, community and social enterprise (VCSE) sector organisations
- educational settings
- employers

It acknowledges the active role played by people with lived experience of mental health problems, individually and through user-led organisations.

This definition of the concordat has been agreed by the organisations listed at the end of this document. It represents a public mental health informed approach to

prevention, as outlined in the [NHS Five Year Forward View](#), and promotes relevant NICE guidance and existing evidence-based interventions and delivery approaches, such as ‘making every contact count’.

Why sign the Prevention Concordat?

This is part of a wider drive to secure an increase in the implementation of public mental health approaches across the whole system. The sustainability and cost-effectiveness of this approach will be enhanced by the inclusion of action that impacts on the wider determinants of mental health and wellbeing.

Taking a prevention-focused approach to improving the public’s mental health is shown to make a valuable contribution to achieving a fairer and more equitable society.

It is an opportunity to share the work you are doing to create resilient communities, build momentum in a national shift to support prevention activity and ultimately, through local and national action, to prevent mental health problems and promote good mental health.

Consensus statement

This consensus statement describes the shared commitment of the organisations signed below to work together via the Prevention Concordat for Better Mental Health, through local and national action, to prevent mental health problems and promote good mental health.

The undersigned organisations agree that:

1. To transform the health system, we must increase the focus on prevention and the wider determinants of mental health. We recognise the need for a shift towards prevention-focussed leadership and action throughout the mental health system; and into the wider system. In turn, this will impact positively on the NHS and social care system by enabling early help through the use of upstream interventions.
2. There must be joint cross-sectoral action to deliver an increased focus on the prevention of mental health problems and the promotion of good mental health at local level. This should draw on the expertise of people with lived experience of mental health problems, and the wider community, to identify solutions and promote equality.
3. We will promote a prevention-focused approach towards improving the public’s mental health, as all our organisations have a role to play.
4. We will work collaboratively across organisational boundaries and disciplines to

secure place-based improvements that are tailored to local needs and assets, in turn increasing sustainability and the effective use of limited resources.

5. We will build the capacity and capability across our workforce to prevent mental health problems and promote good mental health, as outlined in the Public Mental Health Leadership and Workforce Development Framework Call to Action¹.
6. We believe local areas will benefit from adopting the Prevention Concordat for Better Mental Health.
7. We are committed to supporting local authorities, policy makers, NHS clinical commissioning groups and other commissioners, service providers, employers and the voluntary and community sector to adopt this Concordat and its approach.

Signatories

This first Prevention Concordat for Better Mental Health was co-produced by:

- Association of Directors of Public Health - Prof. Jim McManus
- Association of Mental Health Providers - Kathy Roberts
- Centre for Mental Health - Andy Bell
- Children and Young People's Mental Health Coalition - Mick Atkinson
- Department of Health - Jonathon Marron
- Faculty of Public Health - Christina Gray
- Local Government Association - Abigail Gallop
- Mental Health Commissioners Network - Dr Phil Moore
- Mental Health Foundation - Jenny Edwards
- National Survivor User Network - Sarah Yiannoullou
- NHS England - Prof. Tim Kendall
- Public Health England - Lily Makurah

The first wave of local authority area (geographical) signatories was announced by Duncan Selbie, Chief Executive, Public Health England on 9 March 2018.

The following areas have signed the Prevention Concordat to highlight their commitment to engage in cross-sector, prevention-focused action through the adoption of public mental health approaches:

- Bristol
 - Bristol City Council - Dr Jacqui Jensen, Executive Director
- Cornwall

- Cornwall City Council – Kate Kennally, Chief Executive
- Derby
 - Derby City Council - Cate Edwynn, Director of Public health
- Doncaster
 - Doncaster Health and Wellbeing Board - Rupert Suckling, Director of Public Health
- Durham
 - County Durham - Amanda Healy, Director of Public Health
- Hertfordshire
 - Hertfordshire County Council – Prof. Jim McManus, Director of Public Health and Richard Roberts, Executive Member for Public Health, Prevention and Performance
- Kirklees
 - Kirklees Council - Jacqui Gedman, Chief Executive
- Leeds
 - Leeds City Council - Tom Riordan, Chief Executive
- Middlesbrough
 - Middlesbrough Council - Edward Kunonga, Director of Public Health
- Northampton
 - Northampton Borough Council - George Candler, Chief Executive
- Oxfordshire
 - Oxfordshire Health and Wellbeing Board
 - Oxfordshire County Council - Yvonne Rees, Chief Executive
 - Oxfordshire Clinical Commissioning Group - Dr Kiren Collinson, Clinical Chair
 - Oxford University Hospitals NHS Foundation Trust - Dr Bruno Holthof, Chief Executive Officer
 - Oxford Health NHS Foundation Trust – Stuart Bell, Chief Executive
 - Healthwatch Oxfordshire - Professor George Smith, Chairman
 - Oxfordshire Mental Health Partnership - Dan Knowles, Chief Executive
 - Active Oxfordshire – Paul Brivio, Chief Executive
 - Cherwell District Council - Yvonne Rees, Chief Executive
 - Oxford City Council – Gordon Mitchell, Chief Executive
 - South Oxfordshire District Council – Mark Stone, Chief Executive
 - Vale of the White Horse District Council - Mark Stone, Chief Executive
 - West Oxfordshire District Council - David Neudegg, Chief Executive
- Redcar and Cleveland
 - Redcar and Cleveland Council - Edward Kunonga, Director of Public Health
- Shropshire
 - Burton Borough High School – Christine Raymond-Hall, Principal
- Swindon
 - Swindon Borough Council – Cherry Jones, Director of Public Health
- Warwickshire
 - Warwickshire Health and Wellbeing Board- Izzi Seccombe, Chief Executive

- Warwickshire County Council – Izzi Seccombe, Leader

The Concordat has been endorsed by:

Statutory organisations and professional bodies:

- Association of Directors of Public Health UK - Dr Andrew Furber, President
- Care Quality Commission - Paul Lelliott, Deputy Chief Inspector (Mental Health)
- Department of Health - Jonathan Marron, Director, General Community Care
- Faculty of Public Health - John Middleton, President
- Health Education England - Ian Cumming, Chief Executive
- Local Government Association - Councillor Izzi Seccombe
- National Institute for Health and Care Excellence - Gillian Leng, Deputy Chief Executive
- NHS Digital - Rob Shaw, Interim Chief Executive
- NHS England - Claire Murdoch, National Mental Health Director (and National Senior Responsible Officer for Five Year Forward View for Mental Health)
- NHS Improvement - Tim Kendall, National Clinical Director for Mental Health
- Royal College of Nurses - Janet Davis, Chief Executive and General Secretary
- Royal College of Psychiatrists - Wendy Burn, President

Wider organisations and bodies:

- Age UK - Caroline Abrahams, Charity Director
- British Dietetic Association - Andy Burman, Chief Executive
- British Islamic Medical Association - Dr Kaf Al Ghazaal, Chief Executive
- British Institute of Learning Disabilities - Ben Higgins, Chief Executive
- Catholic Bishops' Conference of England and Wales - Right Reverend Richard Moth, Bishop for Mental Health
- Citizens Advice - Gillian Guy, Chief Executive
- Clinks - Anne Fox, Chief Executive
- Cruse Bereavement Care - Debbie Kerslake, Chief Executive
- Diabetes UK - Chris Askew, Chief Executive
- Homeless Link - Rick Henderson, Chief Executive
- Housing Associations' Charitable Trust - Andrew van Doorn, Chief Executive
- Inspired Minds - Talat Baig, Chief Executive
- Institute of Health Visiting - Dr Cheryl Adams CBE, Chief Executive
- KeyRing Living Support Networks - Karyn Kirkpatrick, Chief Executive
- Maternity Action - Rosalind Bragg, Director
- Men's Health Forum - Martin Tod, Chief Executive
- METRO Charity - Greg Ussher, Chief Executive

- Mind - Paul Farmer, Chief Executive
- Muslim Council of Britain - Harun Khan, Secretary General
- Nacro - Jacob Tas, Chief Executive
- National Development Team for Inclusion - Rob Greig, Chief Executive
- National Probation Service - Steve Johnson-Proctor, Probation Divisional Director
- National Suicide Prevention Alliance - Brian Dow and Ruth Sutherland, Co-Chairs
- Network Rail – Mark Carne, Chief Executive
- The National LGBT Partnership - Paul Martin, Chair
- National Voices - Jeremy Taylor, Chief Executive
- Rethink - Mark Winstanley, Chief Executive
- Samaritans - Ruth Sutherland, Chief Executive
- StreetGames - Jane Ashworth, Chief Executive
- Student Minds - Rosie Tressler, Chief Executive
- Young Minds - Sarah Brennan, Chief Executive
- Young People’s Health Partnership - Emma Rigby, Lead
- Youth Access - Barbara Rayment, Director

How to sign the Prevention Concordat for Better Mental Health

By signing the Prevention Concordat, organisations declare their endorsement of the consensus statement and their shared commitment to support local and national action to prevent mental health problems and promote good mental health.

Prevention Concordat for Better Mental Health sign-up protocol

The sign-up protocol has 6 steps:

Step 1. Contact publicmentalhealth@phe.gov.uk to request a local or national Prevention Concordat commitment action plan template.

Step 2. Complete Prevention Concordat commitment action plan which highlights commitment to do specific actions centred on the prevention of mental health problems and promotion of good mental health

Step 3. Chief Executive (or appropriate senior leader) of organisation to commit

and sign up to approved commitment action plan¹.

Step 4. Email your submission to publicmentalhealth@phe.gov.uk.

Step 5. Confirmation of receipt received.

Step 6. A panel will review and approve action plans submitted within one month of submission date.

What happens following sign-up to the Prevention Concordat for Better Mental Health?

A formal announcement of new national and local signatories will be highlighted through PHE communications or uploaded onto the Prevention Concordat for Better Mental Health webpage. National and local signatories will receive a formal certificate. Signatories will be asked to promote their involvement and deliver joint communications on the prevention concordat, and their specified commitments.

1. [Public mental health leadership and workforce development framework](#). London: Public Health England; 2015 (updated 2016). ↩ ↩²

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