

Norwich Mind

# Focus Group

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Date of Focus Group - 19 / 02 / 2014

Service / Project Reviews - Mind First Aid

Facilitators - Robert Black, Simon Barker & Sarah Ingram

Subject	Suggestions	Outcomes
<i>Improving MFA Awareness</i>		
1. Social Media	<ul style="list-style-type: none"> <li>• Promote Associates to access Twitter / Facebook by including details in the magazine</li> <li>• Promote Associate activities on Twitter / Facebook, also use these platforms to remind people closer to events</li> <li>• Separate Facebook page for Associates / use 'groups' facility / how would this be moderated?</li> <li>• Maintaining anonymity on social media (e.g. teachers)?</li> <li>• 'Gentle Reminders' sent specifically to those who've signed up for Associate activities - not just through social media</li> <li>• Local social media sites (e.g. Streetlife)</li> <li>• Tumblr</li> <li>• Blog</li> </ul>	<ul style="list-style-type: none"> <li>• We are currently developing our approach to social media organisation wide which will mean a more coordinated presentation of everything that is going on at Norwich Mind</li> <li>• We will start to promote Mind First Aid activities on Twitter and Facebook</li> <li>• Sarah is exploring the 'Groups' facility on Facebook to see if it will meet the needs you've outlined and be a safe way for Associates to connect</li> <li>• Sarah looking into Streetlife, Tumblr and others</li> <li>• 'Gentle Reminders' will now be standard, expect to receive one a few days - week before an event</li> </ul>
2. Community Inreaching	<ul style="list-style-type: none"> <li>• Resource books posted through people's doors, advertise on leaflets posted by estate agents / leaflet drops</li> <li>• Leaflets in surgeries and training for GPs</li> <li>• Improve NSFT staff awareness</li> <li>• promotion in local magazines (e.g. Outline or Citizen)</li> <li>• Linking with other mental health groups</li> <li>• Distribute magazine across city</li> <li>• Supporting Associates to spread the word (e.g. information leaflet)</li> <li>• Schools</li> <li>• Partnership understanding (e.g. John Lewis do this well)</li> <li>• Working with public engagement activities, public funding criteria</li> <li>• Reaching people with Dyslexia, visual impairments and hearing impairments - British Dyslexia Association</li> </ul>	<ul style="list-style-type: none"> <li>• Engaging with NSFT to re-examine the way they promote Mind First Aid to those accessing the service and to their staff</li> <li>• Mind First Aid to attend NSFT staff meetings more regularly to ensure consistent promotion</li> <li>• Mind First Aid will continue to collect information from those accessing our service on how they hear about us to monitor effectiveness of the above measures</li> <li>• Paper copies of the Associate Magazine to be distributed to non mental health partners (e.g. John Lewis, cafes, public venues and supermarkets)</li> <li>• Associates will be supported to forward the magazine on via email to non members</li> <li>• Mind First Aid to work with Youth Mind First Aid more routinely to</li> </ul>

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	<ul style="list-style-type: none"> <li>• Local radio and tv advertising</li> <li>• How do people hear about the Associates if they're not in contact with others?</li> <li>• How do we know who needs help?</li> <li>• Presence away from mental health services (e.g. Supermarkets)</li> </ul>	<ul style="list-style-type: none"> <li>• (cont) promote opportunities to those attending and working in schools and colleges</li> <li>• Mind First Aid to engage with local radio and tv via Norwich Mind's press engagement work and also using existing links through the NSFT</li> <li>• Create simple flyers or leaflets that Associates can circulate to those they believe would be interested</li> </ul>
<b>Mental Health First Aid</b>		
1. Areas for Improvement	<ul style="list-style-type: none"> <li>• Apparently none</li> <li>• Rob does a great job!</li> <li>• Developing new mental health training</li> <li>• Men / female only sessions to combat specific stigma and shame issues</li> </ul>	<ul style="list-style-type: none"> <li>• Norwich Mind is in the process of developing a new 2 day course which will <b>not</b> replace Mental Health First Aid rather act as an orientation to recovery to those who are managing mental health conditions</li> <li>• Associates will be invited to join this process and actively contribute to its development</li> <li>• People with lived experience will become central to the training and co-facilitate</li> <li>• Male only sessions is a great idea!</li> </ul>
<b>Associate Socials</b>		
1. Areas for improvement	<ul style="list-style-type: none"> <li>• Non city based socials</li> <li>• Walking groups</li> <li>• Responsibility to set up groups too much</li> <li>• Feels too short especially if half the group leaves for the workshop</li> <li>• Different night to the workshop</li> <li>• Different location - current venue is not suited to people with access requirements</li> <li>• Cliques</li> <li>• Difficult to go for the first time</li> <li>• Nominated Associates to welcome people</li> <li>• Structured and unstructured Socials</li> <li>• Socials run by Associates only - different person wears the hat each month, meets and greets everyone</li> </ul>	<ul style="list-style-type: none"> <li>• The Associates programme will be expanding more thoroughly into the north and south of Norfolk over the coming months ensuring people in more rural areas will have opportunities closer to home.</li> <li>• Socials will remain informal and Mind First Aid will not provide specific groups but to encourage connection and opportunity organisations, individuals etc. will be asked to attend to promote what they do so people can sign up (e.g. Active Norfolk - walking groups)</li> <li>• Mind First Aid will work with interested Associates who will act as touch stones for new attendees to the Socials in an attempt to limit anxieties and social awkwardness</li> <li>• Those attending the Socials will be actively encouraged by the Mind First Aid team to organise other events or activities without the need to open up invitations to all</li> <li>• New locations being scouted - Playhouse is looking highly likely</li> </ul>

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		<ul style="list-style-type: none"> <li>• Socials will be held on a different night to the workshops</li> <li>• Workshops and socials will now feature during the day as well</li> <li>• At present a member of the Mind First Aid team is required to be present at each of the Socials however the aim is to have Socials organised and run by specific Associates who can access support and guidance to ensure the Socials remain the warm, friendly events we aim to offer. We will start planning how this may look</li> </ul>
<i>Just A Thought' slips</i>		
<p>1. Associate Workshop and Social Ideas</p> <p>2. Others</p>	<ul style="list-style-type: none"> <li>• Herbal Medicine &amp; Mental Health</li> <li>• Personality Disorders (e.g. Narcissistic PD)</li> <li>• Creating your own Wellness Recovery Action Plan</li> <li>• Psychosis</li> <li>• Animal Therapy</li> <li>• Stargazing</li> <li>• Geology of Norfolk talk</li> <li>• Nature Talk / activity</li> <li>• Mental Health in the Workplace (rights, responsibilities and how to look after employees)</li> <li>• How does WellBusiness interrelate with Mind First Aid?</li> <li>• Open a helpline for everybody not just those in accessing the NHS</li> <li>• A volunteer skills pool and how this could be used to support others</li> </ul>	<ul style="list-style-type: none"> <li>• All great ideas and we will look into sourcing facilitators for some of these suggestions. If you know of anyone already offering similar workshops please let us know</li> <li>• We will look to invite or promote anyone who is offering similar activities at the next few socials. Again if you know someone why not bring the details with you</li> <li>• At present we offer all the Associate opportunities to anyone who uses WellBusiness and we also promote WellBusiness activity through the Associate Magazine</li> <li>• We have forwarded this suggestion onto our senior management as it falls outside the remit of our service but would be a hugely beneficial service to offer. This will be taken to the next Focus Group which will review Norwich Mind's strategic plan for the next year</li> <li>• The volunteering arm of Norwich Mind is under review at the moment and one of the areas being looked at will be around the skills volunteers may have that fall outside of a specific role we offer. Ideas around how we could capitalise on this just for Associates would be warmly received!</li> </ul>