

Children and Young People's Mental Health Coalition: Strategic Plan

Vision

Our vision is for all infants, children and young people to grow up in a society that prioritises, invests, listens and attends to their mental health and wellbeing.

Mission

The Coalition is for all those working to improve infant, children and young people's mental health. Through our collective voice, we influence and shape policy, systems and practice by listening to, and learning from our Members, supporters, children, young people and families.

Our Values

- **Respect** for the rights of all infants, children, young people and families
- **Trust** in the voices and experiences of children, young people and families and all who work with and for them
- **Fairness and equity** across policy, resources and services affecting infants', children's and young people's mental health and wellbeing

Our Principles

The Coalition advocates:

- A whole-system approach promoting equality, partnership and collaboration between all who work for, and with infants, children, young people and their families
- Parity between mental and physical health - there is no health without mental health
- Equal recognition of and attention to an Individual's physical and mental health needs
- Recognition of the distinct and individual needs of all 0-25 year olds, particularly the most vulnerable and under-served
- Systems and services that are person-centred, promote choice and are co-designed with children, young people and families
- Informed and empowered children, young people and families, so they understand their mental health and wellbeing needs and choices
- Evidence-based approaches to mental health and wellbeing policy development, service planning, resourcing and delivery
- Accountable policymakers, commissioners and providers
- A society, and workforce for infants, children and young people with the relevant skills and confidence to meet children and young people's mental health needs
- A pro-active approach to addressing gaps and inequalities to ensure the most vulnerable infants', children's and young people's needs are met

Our strategic priorities

- 1. The promotion of good mental health, the prevention of mental health difficulties and the reduction of inequalities in all national and local policies and strategies impacting on infants, children, young people and families**
- 2. Greater investment in accessible, high quality, person-centred, early intervention approaches to infants', children's and young people's mental health**
- 3. Everyone having the knowledge, skills and confidence to recognise and address the mental health needs of infants, children and young people.**



STRATEGIC AIM	OBJECTIVES	ENABLERS	INDICATORS
<p><i>Embed the prevention of mental health difficulties and the reduction of inequalities in all national and local policies and strategies impacting on infants, children, young people and families (ICYPF)</i></p>	<p><i>Developing the 'business case' for promotion, prevention and early intervention</i></p>	<ul style="list-style-type: none"> • Accessible 'what works' briefings on prevention and mental health education for a range of contexts/sectors e.g. education, housing, local planning • More investment in research on preventative approaches • Better data on Members' work and examples of evidenced-based CYP MH prevention practice, including whole-school/education-focused approaches • Links with and between a range of government departments • Impact and risk assessments to ICYP mental health and wellbeing across all relevant health, social, education, justice and economic policy • Succinct, accessible communication and messages on promotion, prevention and early intervention • Links with local bodies, Mental Health Champions, local and national youth participation groups, ICYP and other relevant funders and commissioners • Training for whole ICYPF and related workforce in mental health and wellbeing • Regular repeat of prevalence survey and longitudinal research on children's mental health and wellbeing 	<ul style="list-style-type: none"> • Greater media focus and recognition of the benefits of prevention • Increasing numbers of government policies and strategies recognising the impact and risks to ICYP mental health and wellbeing • Members' evidence: an increased focus on prevention work and investment in provision tackling the social determinants of poor mental health • Reductions in poor mental health, particularly underserved and lower socio-economic ICYPF backgrounds • (Other indicators dependent on prevalence study measures)
	<p><i>Influencing the development of evidence and lived-experience policy and strategies impacting on ICYP mental health and wellbeing at national level</i></p>		
	<p><i>Supporting government and local areas to tackle inequalities and build CYP Mental Health (CYP MH) prevention across local plans and strategies</i></p>		



STRATEGIC AIM	OBJECTIVES	ENABLERS	INDICATORS
<p><i>Prioritise investment in accessible, high quality, person-centred, early intervention approaches to mental health and wellbeing across the whole-system of services for infants, children, young people and families</i></p>	<p><i>Promoting and supporting collaborations between Clinical Commissioning Groups (CCGs), local authorities (LAS), the NHS CYP mental health services, Voluntary and Community Sector and the education sector</i></p>	<ul style="list-style-type: none"> • Links with Mental Health Champions, local bodies, youth participation groups, teaching unions and philanthropic funders • Better links between CYPMHC with education, social and justice sectors • Links and collaborations with philanthropic funders and the research community to bring together innovation and learning • Integrated planning and commissioning between CCGs, LAs, education, health, police and criminal justice. 	<ul style="list-style-type: none"> • Significant reduction in treatment gaps and waiting times • Increased choice and access to provision by ICYP living in challenging circumstances and/or from vulnerable groups
	<p><i>Developing a business case for integrated models of help appropriate to different ages/stages across 0-25 year olds</i></p>	<ul style="list-style-type: none"> • Putting CYP voice and robust local needs assessment at the heart of local service design and commissioning • Improved CYPMHC data on Member organisations' activities and resources • Monitoring implementation of the Government's Green Paper on children's mental health 	<ul style="list-style-type: none"> • Reduced levels of severity and long-term mental health need • Reduction in need and costs of crisis and inpatient services • Reduction in school exclusions
	<p><i>Advocating the benefits of co-production principles in the development and delivery of national and local strategies and services impacting on ICYP MH and wellbeing</i></p>	<ul style="list-style-type: none"> • Influencing, monitoring and holding to account the implementation of the 10 Year NHS Plan • Ring-fencing of MH funding with a greater proportion focused on integrated, high quality, frontline services for 0-25 year olds • Training for whole ICYPF workforce on mental health 	<ul style="list-style-type: none"> • Reduction in the numbers of those entering the youth justice and social care systems and associated costs



STRATEGIC AIM	OBJECTIVES	ENABLERS	INDICATORS
<p><i>Empower everyone, particularly the ICYP and families' workforce to effectively recognise and address ICYP's mental health and wellbeing needs</i></p>	<p><i>Advocating an overarching ICYP MH and WB workforce plan to include the roles of all those working with infants, children and young people and their families, including the roles of parents/carers and peer support</i></p>	<ul style="list-style-type: none"> • Promoting the need for, design and implementation of: <ul style="list-style-type: none"> - a ICYP MH competency framework(s); and - a basic values and attitudes framework for all involved in policy, planning, commissioning and service delivery • Better links with Health Education England and other national training and standard setting bodies working across social work; justice, education and professional bodies representing evidence-based therapies for ICYP mental health and wellbeing • Local plans map existing competencies across all relevant local providers • Greater access to and use of local training and development resources for all relevant providers and staff • CCGs ICYP MH services, education, health and justice plans facilitate more diversity in service location, access and delivery • More evidence of outcomes together with clarity and appropriate use of validated outcome tools • Monitoring development of Mental Health Support Teams as outlined in the CYP Mental Health Green Paper • Research and dissemination of effective parent/carer and peer support strategies • Succinct, accessible communication and messages for wider public (links to prevention) 	<ul style="list-style-type: none"> • ICYP MH a component in the training of all key ICYP professional groups • Members evidence better access to therapeutically trained staff in increasingly diverse locations • Increase in paid vacancies for example, counsellors and other therapies • Evidence of better recruitment and staff retention • Better targeted referrals to NHS CYPMHS • Reduction in waiting times • Reductions in crisis and urgent care needs
	<p><i>Supporting the inclusion of a wider and more diverse range of therapeutically trained staff in NHS-funded services</i></p>		
	<p><i>Promoting evidence-based, accessible parenting/carer and peer support strategies</i></p>		