

EARLY INTERVENTION & PREVENTION ACTION PLAN UPDATE

Mental Health Strategy 2021-2031

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Spring 2025

Intro

Welcome to this second newsletter to share information about the work underway to deliver on the Early Intervention & Prevention Action Plan which focuses on Actions 1 and 2 of the Mental Health Strategy.

[Mental Health Strategy Early Intervention & Prevention Action Plan 2022-2025](#)



Data and Outcomes Framework

Work has been continuing on the Data and Outcomes framework to identify robust population measures for mental wellbeing and early intervention and to help support improved measurement of impact of services and interventions delivered.

An open engagement session for anyone who would like to know more about this work has been scheduled for Wednesday 9th of April 11.30am – 1pm via MS Teams

This session will be an opportunity to learn more about the work carried out to date, to contribute your views about how this work can be useful and applied in practice or further developed.

If you or a colleague would like to join this session please email mentalhealthEIPactionplan@hscni.net for joining details

Public Mental Health Conference



Opportunity to share your work

The Public Mental Health Learning Network is hosting a conference focussing on the theme of Inequalities in Public Mental Health on Thursday 29 May 2025 at the University of Ulster, Diamond Hall, Cromore Road, Coleraine, BT52 1SA

A call for submissions has been launched- If you're working to tackle inequalities and reduce their impact on mental health. We invite you to share your work, insights and successes at this conference.

The deadline for submissions is 14th April, further information is available at the link below

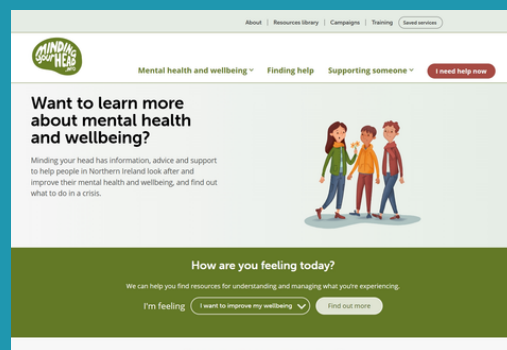
<https://www.publichealth.hscni.net/publications/mental-health-strategy-early-intervention-and-prevention-action-plan-2022-2025>

General registration for the conference has now closed but if you would like to be added to a reserve list should additional places become available please email mentalhealthEIPactionplan@hscni.net

Refresh of Minding Your Head

The Public Health Agency have relaunched the Minding your head website. <https://www.mindingyourhead.info> is a valuable informational resource created to provide up-to-date information and self-help advice for mental health and wellbeing.

The website provides clear, up-to-date information on mental health and wellbeing, how you can support someone with their mental health, a service directory for people to find help with their mental health and wellbeing in their local area and information on training available.



Communications & Public Awareness

Task & Finish groups

Members of the Communications and Public Awareness sub group are working within three task and finish groups, to develop proposals and recommendations for the sub groups consideration.

- The Campaigns task and finish group is scoping out current and planned public mental health campaigns across sectors and across the lifespan. This group is also working to develop recommendations about ways to improve coordination and consistency of messaging across future campaign activity which increases public awareness of the measures that can be taken to look after mental wellbeing and to reduce stigma.
- The Brand and Digital group is looking at the potential for a cross-sectoral brand for mental health promotion, early intervention & prevention which can be flexible for all sectors to use and connect with. The group is also working to identify proposals for digital development in the short and medium term while work is underway in the longer term to address the findings from the Digital Discovery exercise
- The Research, Best Practice and Targeting group is working to identify best practice and learning in relation to increasing public awareness on mental health and to reducing stigma.

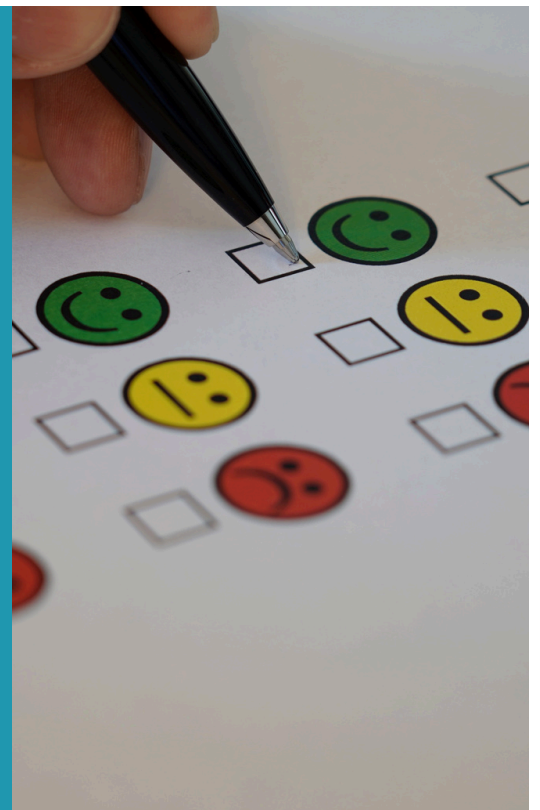
Mental Health Survey

A large-scale representative sample of the Northern Ireland general population completed the 2024/25 Mental Health Survey, providing important insights into their attitudes and behaviours relating to mental health and suicide.

Findings are presented in four reports covering issues of:

- preventing mental ill health,
- mental health related stigma,
- training and intervening when someone is in crisis and help-seeking.

[Mental health survey 2023-24 findings | HSC Public Health Agency](#)



Living Well

The “Look after your mental health” campaign was part of the Living Well initiative, a service that is designed and delivered in partnership between the Public Health Agency (PHA), Community Pharmacy NI (CPNI) and the Department of Health (DoH), whereby over 500 community pharmacies raise awareness and provide advice in relation to key public health issues. .

Throughout February and March 2025, community pharmacies across Northern Ireland have provided advice and support to help people look after their mental health.

The campaign highlighted the importance of small daily actions to benefit your mental health and wellbeing, how to be aware of any signs of problems, and how to use self-care techniques to manage your mental health. A summary report of the campaign activity will be developed over the coming months.



Special Schools Engagement Project

A pilot programme to better engage with and to improve emotional health and wellbeing of special school students has been developed and supported through funding from the Mental Health Strategy.

“Engaging the voices of children and young people with complex and profound disabilities through Art Therapy, Music Therapy and Play Therapy”.

This programme is delivered through 7 special schools and initial evaluation has shown significant impacts on wellbeing for students. The pilot has been extended for the current school year.



Training Survey

The Early Intervention and Prevention Action Plan 2022-2025 identifies training as a priority action area.

In January 2024 the [Public Health Agency Mental and Emotional Health and Wellbeing and Suicide Prevention Training Framework](#) was launched.

The Framework is in line with the Northern Ireland Mental Health Strategy and Protect Life 2 (PL2) Strategy and was developed to provide guidance on the varying tiers and types of training available in Northern Ireland and to support knowledge and skills development.


A survey has now been launched to scope out current training provision for Mental Health Early Intervention and Prevention across NI for the whole population. This is to aid the identification of gaps in training and any population groups that are not currently being supported.

We are keen to get responses from any organisations delivering or contracting training focussed on mental health promotion and early intervention. If you would like to know more or to receive the survey please email mentalhelathEIPactionplan@hscni.net. The closing date for survey responses is Friday 2nd May.

Talking Really Helps

The 'Talking really helps' mass media campaign ran during February and March 2025. The award-winning campaign encourages openness and talking in relation to feelings of anxiety, distress or crisis to increase help-seeking behaviour and reinforce the concept of recovery.

The campaign signposts to Lifeline, Northern Ireland's crisis response helpline. Please see the PHA website to view the Talking Really Helps campaign resources - [Talking really helps suicide prevention campaign resources | HSC Public Health Agency](#).



I'm not okay

Don't hide your real feelings.
Talking really helps.

Lifeline 0808 808 8000

Call free, 24 hours a day
www.lifelinehelpline.info

HSC Public Health Agency DoH

Quick Links - News & Resources

[The Prevalence and Impact of Adverse Childhood Experiences in Northern Ireland](#)

The publication of this first comprehensive study of Adverse Childhood Experiences (ACEs) in Northern Ireland

[Youth Wellness Web – Children and Young People’s Strategic Partnership \(CYPSP\)](#)

Youth Wellness Web has been co-designed by young people for young people for easy access to different resources and services that can really help you.

[Family Support Hub Newsletters – Children and Young People’s Strategic Partnership \(CYPSP\)](#)- special focus on childrens mental health

For further information about anything detailed in this newsletter or to get involved please contact mentalhealthEIPactionplan@hscni.net

To ensure you continue to receive this newsletter join our stakeholder list sign up via the link - <https://forms.office.com/>

Self-Care Tips

Developing skills that increase awareness of what is immediately happening, both physically and mentally, within and around us can improve our wellbeing.

Stop, pause or take a moment to look around you. What can you see, feel, smell or even taste?

Look for beautiful, new, unusual or extraordinary things in your everyday life and think about how that makes you feel. AKA the 'beautiful things challenge' and have a competition with family or friends:

How many beautiful things can you notice today? (such as a spring blossom, baby lambs in the field, freshly cut grass)?

