



# THE UPDATE

## BLUE PRINT GROUP

### ON GLOBAL MENTAL HEALTH

News on global mental health advocacy, campaigning and messaging

Issue 1 - November 2018



## 1st Global Ministerial on Mental Health takes place in London

*On October 9-10th, the first Ministerial Summit on Global Mental Health was held in London.*

A mixture of government officials, NGOs, academics, lived experience advocates and private sector representatives met together in London at the beginning of October to discuss global mental health.

The meeting focused on a number of work streams, each with its own working group made up of attending representatives. The working groups met on the first day of the Summit and produced recommendations which were presented to ministers on the second day.

One of those sets of recommendations was on

financing including an endorsement of the financing paper that a number of the Blue Print Group had worked on during the Spring/Summer 2018.

Ministers outlined their current and planned work on mental health; and the UK government announced additional funding for both national and international work. Their Royal Highnesses, the Duke and Duchess of Cambridge attended the event and sat for a moment on the Friendship Bench (pictured) which was made especially for the occasion to replicate the pioneering work of Dixon Chibanda and his original bench in Zimbabwe.

In addition to the Friendship Bench, United for Global Mental Health worked with award winning Aardman Animations to produce a film on mental health, with Stephen Fry providing the voice-over. The script was developed through a team effort of the Blue Print Group and based on the joint messaging

agreed by the Group. The film was launched at the summit by the UK Secretary of State for Health, Matt Hancock and shared widely on social media.

At the conclusion of the meeting, it was agreed that the Summit should become an annual affair and the Dutch government announced it would host the second summit in October 2019 in the Netherlands.

## Lancet Commission Launches Report on Mental Health

*On October 10, the report of the Lancet Commission on Global Mental Health and the SDGs was launched globally from London summit.*

## FROM THE FACILITATOR

## Launching the 1st Edition

Welcome to the first edition of the Blue Print Group Up-date, a monthly edition of news and events prepared for the Blue Print Group by the secretariat housed at United for Global Mental Health.

We are aiming to produce this on or around the 15th of each month going forward. Future issues will have a more in-depth discussion of a theme from a member organization. The plan for future editions are:

- December: human rights and mental health
- January: the private sector and mental health
- February: mental health and stigma
- March: gender and mental health
- April: financing mental health

Each edition will have: a news section; a section on the Blue Print Group work including the Global Grid; industry news including people news; a calendar of forthcoming events; an in-depth article; and campaign, actions or interesting films up-date.

We are keen to hear from you with news, up-dates, new reports, campaigns and other relevant information you would like to share with the Blue Print Group. Please email us at the address below.

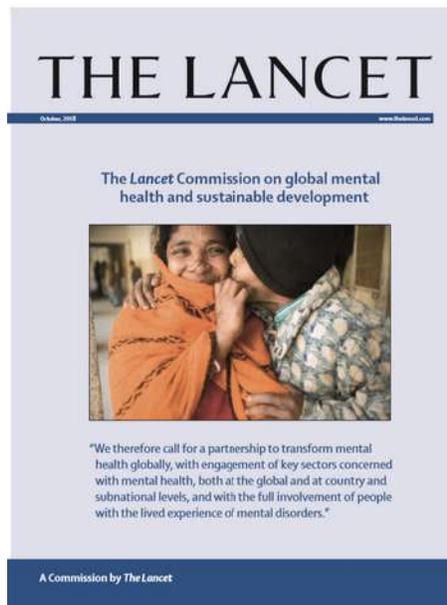
In the meantime, we hope you enjoy this edition of the up-date and please feel free to send through comments and suggestions for the next edition.

Thanks

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The report was covered in at least 16 countries, reaching at least 17 million people via twitter and generating headlines in a range of influential media outlets. The Blue Print Group had agreed the report would be a key part of the joint messaging for 2018 and 2019 and therefore the launch helped amplify this to an international audience. There are now plans to further roll out the report at regional and country level and UnitedGMH is working with the Commissioners to do so and to get the report translated and disseminated in other languages.

## Mind the Gap

On October 11-12, the *mhGAP* forum was held in Geneva,

The meeting of experts in mental health from different countries included statements from governments on their current and future plans for mental health and discussions on a range of issues including future advocacy and campaigning on mental health. There was acknowledgement of the increasing profile of mental health globally; at UNGA and then the UK summit, which was very welcome. The conclusion of the session on advocacy and campaigning

was: it is important WHO quickly publish the Mental Health Atlas Report country profiles to help support advocacy; there needs to be better information sharing and coordinated activity at country level (and the Mental Health Innovation Network offered to help facilitate this); and greater involvement of people with lived experience.

## Qatar hosts WISH 2019

On November 13-14, Qatar hosted the *World Innovation Summit on Health (WISH)* in Doha.

Nearly 2000 delegates attended from a wide range of countries including health professionals, NGOs, government officials and private sector representatives. A [new WISH report](#) was launched on anxiety and depression by Paul Farmer (of MIND UK). The report had three main areas of focus: an overview of the evolving programmes; a case for a whole of health system approach to mental health including 'stepped care', campaigns to tackle stigma and workplace mental health programmes; and a framework for action



that calls on policy makers and funders to include mental health in Universal Health Care (UHC). Shekhar Saxena, Co Author of the report of the **Lancet Commission on Global Mental Health and the SDGs** joined the WISH report launch and another session on mental health. He was able to share the findings – and copies - of the Lancet report.

At the WISH summit the communications work that the Blue Print Group had contributed to featured in the use of the 'Time to Act' hashtag by different people who sat on the replica Friendship Bench that had been transported from London. The Friendship Bench project was featured very prominently – as an example in the WISH report and as a means to engage many of the WISH delegates on the issue of mental health. Sitting on the bench and discussing the project, and more generally how best to tackle mental health at local level helped raise the profile of global mental health among new audiences, particularly in the region. Among the high profile people on the bench were HE Sheikha Hind bint Hamad al-Thani, Vice Chairperson and CEO of Qatar Foundation and Olympic Swimming legend Michael Phelps. See an example of the coverage [here](#) and more pictures of people on the bench on twitter and Instagram.

The Friendship Bench was featured in 13 articles and 9 carried the photo of Michael Phelps and HE Sheikha Hind seated on the Friendship Bench and using the Blue Print Group agreed slogan "Time To Act". Dr Dixon Chibanda was quoted by *Qatar is Booming* and *The New Arab* (Arabic).

## Healthier Longer Lives Conference

*The inaugural international conference, Healthier Longer Lives for People with Serious Mental Illness, took place on November 8-9, 2018 in New York City.*

The conference was created by Fountain House in partnership with World Health Organization Collaborating Centre for Global Mental Health at Columbia University Medical Center, Grand Challenges Canada and citiesRISE, with technical support from the World Health Organization. It was incredibly well-attended, convening scientists, researchers, policymakers, government

officials, health ministries, NGOs and people living with serious mental illness from high, middle and low-income countries. The conference provided a platform for vibrant conversations to exchange information and ideas; showcased innovations from around the world that are improving the health of people with serious mental illness; raised awareness of effective interventions; engaged partners in other fields; and created a space to inspire investment in and implementation of best-practices.

## WHO launches new guidelines

*WHO released its [first-ever guidelines](#) on the management of physical health for people with serious mental illness.*

At the launch, key stakeholders engaged in a conversation about the vast implications of the guidelines, potential barriers to implantation and next steps for actually putting them into practice. Speakers included Dr. Tarun Dua, Programme Manager in the Department of Mental Health and Substance Abuse at the World Health Organization; Dr. Shekhar Saxena, Visiting Professor at the Harvard University T.H. Chan School of Public Health and former Director of Department of Mental Health and Substance Abuse at the World Health Organization; Sir Graham Thornicroft, King's College London Professor of Community Psychiatry, and chair of the WHO Guidelines Development Group; and Dr. Ralph Aquila, Fountain House Medical Director and Community Psychiatrist.

The overarching message of the guidelines and the conference at large was to ensure communities worldwide are better able to respond effectively to mental illness, of all forms, not only to increase the life expectancy of people with serious mental illness, but also to make all communities more inclusive, more equitable and more humane. It called for local, national and global action to do more to address the health challenges that those living with

## PEOPLE MOVES

**Devora Kesel** has been appointed as the new Director of Mental Health and Substance Abuse at the WHO, replacing Shekhar Saxena. Devora was previously the Chief of the Mental Health and Substance Abuse Unit at the Pan American Health Organization (PHAO/WHO)

**Saskia Daggatt** joined United for Global Mental Health as Director of Campaigns. Saskia came to United GMH from the Sheila McKechnie Foundation where she was Director of Programmes. Prior to that role, Saskia was Head of National Influencing at Oxfam and the International Coordinator for the Africa Climate Change Resilience Alliance (ACCRA)

*If you have People Moves news you would like noted in the next edition, please let us know. Eds*

serious mental illness face, and despite the far-reaching call to action, it received overwhelming positive reviews, leaving attendees energized to address this often neglected population.

## Global Grid

Month	Leadership	Awareness	Policy	Finance	Policy Focus	Message Focus
December						
January						
February						
March						
April						
May						
June						
July						

Taken from the Blue Print Global Grid on Google docs

The graph above reflects the Blue Print Group Global Grid on the Group’s Google Docs page (link below). All members are encouraged to add relevant events to the grid and we will share it here in each monthly up-date

## Blue Print Group Activities

The past few months have been busy for members of the Blue Print Group. Over that time, the communications products produced by the Blue Print Group, using the joint messaging, have been widely used and shared across the globe. The policy briefings by the Mental Health Innovation Network have featured at UNGA and the UK Summit. The Aardman film has reached a wide viewership.

The example of the Friendship Bench - which helps illustrate the messaging that community level interventions are critical to successful mental health service delivery – has reached millions through the high profile people who have sat on the bench and the social media coverage of their interest in mental health.

## The Bandstand

At the last face-to-face Blue Print Group (BGP) meeting in The Wellcome offices, London on the 8th October, the group discussed possible future structures for

the group’s operations. The BGP agreed to focus on the Bandstand concept proposed to the meeting, and United GMH was asked to develop this further.

The revised proposal is now going out to the group for further comments and discussion. It will be discussed on the 5th December conference call of the BPG, and the next revision will be circulated prior to the holidays. The Group will then review and, if agreed, sign-off the new ways of working at its 3rd meeting in Geneva scheduled for the 11th February.

## Forthcoming Meetings

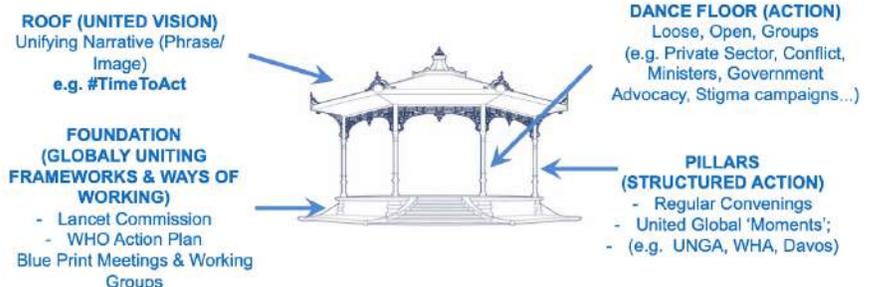
**5th December:** Full meeting of the Blue Print Group - conference call

**11th February 2019:** 4th Face-to-Face Meeting of the Blue Print Group Geneva, Switzerland

## Resources

Blue Print Group Google Docs:  
<https://drive.google.com/drive/folders/13YNT-IwRl2n9TtOlPNUOHqml4l8itqik?>

## The Bandstand Structure Proposal



## CAMPAIGNS

### FEATURE VIDEO

#### Organisation

United for Global Mental Health

#### Target

Worldwide audience including governments and the public

#### Produced by

Aardman Films with voice over from Stephen Fry

#### Reach

The Aardman film was shared by a range of influencers on Twitter, such as Stephen Fry, celebrity chef, Jamie Oliver and GB Olympic marathon runner, Paul Radcliffe, giving a collective following of over 25 million; posts featuring the film received 5393 likes and 2152 retweets. The film also reached over 39,000 people via UnitedGMH's Facebook page alone.

#### Background

**Aardman director, Danny Capozzi, said:** "We've taken the thinking of the world's best minds on mental health and turned it into a film to help the global mental health community win support for change to how mental health is funded and treated. We set the film in an attic, as a metaphor for how mental health is stigmatised, underfunded, hidden away in the recesses of global health budget. And then – click- we shine much needed light on the subject. We hope the film can help to bring mental health out of the darkness and into the light."



The film, created by Aardman, is a combination of live action, which was filmed in a beautiful antiques shop in Bristol called Indira Rose. The trinket head was then bespoke made in CGI to look exactly like a vintage printers block tray. The trinkets and props inside were carefully handcrafted, then stop-motion animated in the Aardman Studio by the director himself. All the components were cleverly composited together to appear as if the whole trinket head was truly coming to life inside an attic

Taken from Aardman Animation website - [www.aardmananimations.com](http://www.aardmananimations.com)

## CALENDAR

### December

#### World AIDS Day

1st December  
Global

#### Intergovernmental Conference on Migration

1st - 10th December  
Morocco

#### International Day of Disabled Persons

3rd December  
Global

#### Defeating Dementia Conference

4th - 5th December  
London, UK

#### Blue Print Group Call

5th December  
Global

#### Human Rights Day

10th December  
Global

#### Universal Health Coverage Day

12th December  
Global

#### UNAIDS - HIV/AIDS & Mental Health Meeting

13th December  
Geneva, Switzerland

### January

#### WHO Executive Board Meeting

22nd to 27th January  
Geneva, Switzerland

#### World Economic Forum Annual Meeting

22nd to 25th January  
Davos, Switzerland

#### Prince Mahidol Award Conference

29th January - 3rd February  
Bangkok, Thailand

### February

#### Blue Print Group 4th Meeting

11th February  
Geneva, Switzerland

### March

#### International Women's Day

8th April  
Global

#### UN Commission on the Status of Women

11th - 22nd March  
New York, USA