



rural
wellbeing

the national rural mental health forum

Rural Health and Care Alliance

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www.ruralwellbeing.org

One in four suffer mental ill health

Cost to UK economy £99 Billion per year (MIND)

Each case of stress – related ill health leads to an average of 29 working days lost per person per year.

300,000 people per year leave their jobs, UK (MIND)

In each year the total cost of mental health problems per employee for employers is £970

Every £1 on improving health can generate savings of £10 in reduced absence and presenteeism.



Support in Mind Scotland

Support in Mind Scotland (SiMS) seek to support and empower those affected by mental illness, including family members, carers and supporters.

SiMS supports up to **1,500 people every week** in Scotland, over 80% in rural

SiMS has **over 20 services** across Scotland

SiMS has **over 45 years' experience** in supporting those with poor mental health and improving their wellbeing.

Employs over **100 people** from the Highlands to Galloway, to support those experiencing mental health issues.

SiMS are delivering **the Distress Brief Intervention** project in the Highland region.

SiMS runs the UK-wide **Mental Health Money Advice Service** in Scotland and is a partner in Mental Health UK

What is “rural Scotland” and why does it matter?

support
in mind
scotland
action for people affected by mental illness



1. Home to 17% of population, ca 1 million people
2. Covers over 95% of Scotland's land mass
3. Sectors: food and drink, tourism, renewables, forestry, agriculture and fisheries, IT, manufacturing, construction, professional and creative industries.



Living in rural Scotland:

evidence...



1. Disadvantages:

- Geographical and social isolation
- Lack of anonymity
- Distance from of services, centralised and urban based
- Lack of public transport

2. Advantages:

- Geographical and social isolation
- Lack of anonymity
- Community support

1. It happens in rural areas
2. Isolation, community support and access
3. **People want to be looked after in their communities in a low level, pre-crisis, non-clinical setting**
4. Not just medication:
 1. Listening and talking
 2. Holistic
 3. Different types of support
5. Resourcing and training
 1. Equality of mental and physical health
 2. Types of services
 3. Increase in funding
 4. Finances
 5. Training
6. Stigma
7. Research - <https://tinyurl.com/yb77f9f7>



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Scottish Government Mental Health Strategy: 2017-2027

Rural Communities

The challenge presented by isolation is keenly felt by many in our rural communities. The National Rural Mental Health Forum has been established to help people in rural areas maintain good mental health and wellbeing.

This forum will help develop connections between communities across rural Scotland, so that isolated people can receive support when and where they need it.

Action 12: Support the further development of the National Rural Mental Health Forum to reflect the unique challenges presented by rural isolation.

“There may also be specific issues around access to services and support for those living in remote and rural communities.”

Raising awareness

Members' networks and events

Conferences

Highland Show

Members' Magazines and Newsletters

Social Media

TV and Radio

Mental Health Strategy

Suicide Prevention Action Plan

Loneliness & Social Isolation – Connected Scotland

University Research

Government Stakeholder Groups

Social Security Powers

Ministerial Meetings

Presenting at Conferences/events

Parliamentarian Engagement



Adding Value

Samaritans and RSABI

Engaging with Business

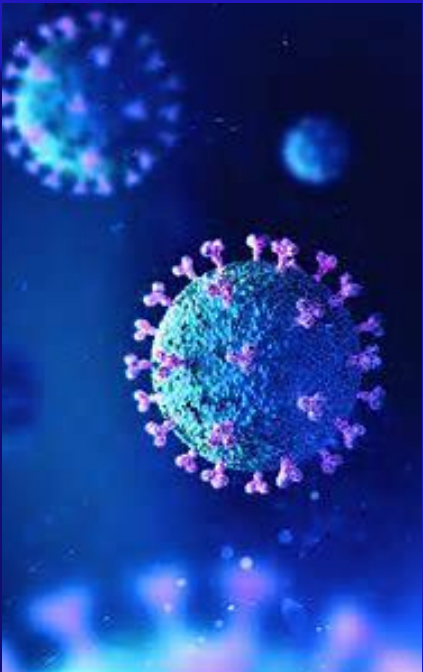
Mental Health First Aid

- <http://www.smhfa.com>

Samaritan's Rural Work

Aspiring Communities Project

Regional Network



Emerging issues through Forum membership re Covid-19 impact

What can you do?

Everyone's Business

It happens to us all

It can have serious effect on you

Mental Health First Aid Training

Put it on your agenda

Reduce the stigma and make it normal

TIME TO TALK





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Supporting organizations and partners:

- SRUC (Scottish Rural College)
- NHS (National Health Service)
- Scottish Government
- University of Edinburgh
- University of Aberdeen
- Scottish Crofting Federation
- Scottish Land & Estates
- Scottish Housing Council
- Scottish Rural Housing Scotland
- Scottish Parliament
- Scottish Farmers' Confederation
- Scottish Veterinary Association (BVAA)
- Scottish Agricultural Machinery Society
- Scottish Rural Wellbeing Forum
- Scottish Rural Wellbeing Hub
- Scottish Rural Wellbeing Network
- Scottish Rural Wellbeing Partnership
- Scottish Rural Wellbeing Alliance
- Scottish Rural Wellbeing Coalition
- Scottish Rural Wellbeing Consortium
- Scottish Rural Wellbeing Federation
- Scottish Rural Wellbeing Association
- Scottish Rural Wellbeing Society
- Scottish Rural Wellbeing Trust
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