

All-Age Mental Health and Wellbeing Strategy

2024-2034

Making sure people in Wales live in communities that promote and support mental health and wellbeing.



Llywodraeth Cymru
Welsh Government



Mental health and wellbeing are important – they're just as important as your physical health.

Our mental health plays a big part in the way we think, feel and act. It affects:



★ The Welsh Government wants everyone in Wales to have good mental health and wellbeing. We want everyone to have the right support, at the right time.

This tells you about our new plan to make sure people in Wales live in communities that promote and support mental health and wellbeing. It's called the: **All-Age Mental Health and Wellbeing Strategy 2024-2034.**

This strategy is based on rights

All children and young people have rights set out in the **United Nations Convention on the Rights of the Child (UNCRC)**. This strategy helps make sure everyone has their right:

- to be supported to live and grow (Article 6)
- to be listened to and taken seriously (Article 12)
- to good quality health care (Article 24).



What do you think?

We want to know what you think about this new strategy. Please fill in the questions here:

gov.wales/mental-health-and-wellbeing-strategy

You may want to get support from an adult you trust with the questionnaire.



This strategy also connects to our **Suicide and Self-Harm Prevention Strategy 2024-2034.**

You can read about it here:

gov.wales/suicide-and-self-harm-prevention-strategy

What matters to you

We've been talking to people across Wales about what's important to them. We took all the feedback and ideas and used it to write this strategy.

Here are some things people told us:

People need better information.

Nothing should stop people getting support.

Some people need extra support.

Babies and children should have support for their mental health and wellbeing.

Being able to take part in activities is important.

There should be better support in schools.

People need to be listened to.

Not having enough money affects mental health.

Not having good quality housing puts mental health at risk.

Some staff need to be more understanding and not judge people.

People need more information and support in their language.

Everyone needs to be treated with dignity and respect.

No one should face discrimination or stigma.

Services should all connect and flow together, so people don't have to wait to get help and support.

People should get support the first time they ask.





Our vision

People in Wales live in communities that:

- promote and support mental health and wellbeing
- give them the power to improve their mental health and wellbeing
- are free from stigma and discrimination.

i Stigma – when people view you negatively and judge you because of your mental health.
Discrimination – when people treat you differently because of who you are.

This supports the UNCRC:

- **Article 4:** The Government should make sure that all children and young people get these rights.
- **Article 12:** Every child has the right to be listened to and taken seriously.
- **Article 24:** Every child has the right to good healthcare.

Principles

This strategy is built on **10 principles** to make sure Wales is a place where:

Support is based around your rights.
 Everyone has rights. Children have extra rights set out in the UNCRC.

Support works together and has 'No wrong door'. It connects together and is open to everyone.
 People get the right support, at the right time, in the right ways, without delays.

Support looks at everything that affects mental health.
 Government, public bodies and services use their powers to create the right environment for mental health and wellbeing.

Support is for all ages.
 Everyone gets the support they need – from babies to older people.

Support is delivered by a skilled workforce.
 The workforce knows how to meet people's needs.

Support steps in quickly
 Services step in quickly so issues don't get worse.

Support understands trauma.
 Everyone working in Wales understands what trauma is and how it affects people's mental health and wellbeing, in line with the [Trauma-Informed Wales Framework](#).

i Trauma – is any experience that is unpleasant and can cause us distress or anxiety. Trauma can also refer to the effects of a traumatic event. Trauma can be a one-off event, a series of events, or an ongoing situation.

Support puts people and their needs first.
 Services and staff are:

- kind and compassionate
- focussed on helping people recover
- safe and high quality.

Support is based on evidence and focusses on outcomes.
 People get the best support possible.

Support helps to promote equity of access, experiences and outcomes: it's open, fair and there's no discrimination.
 Services understand the barriers people face. Staff make sure support is right for people's age and life experiences, so they can reach the best outcomes.



Goal 1:

We want people to have the knowledge, confidence and opportunities to protect and improve their mental health and wellbeing.

This supports the UNCRC:

- **Article 15:** Every child has the right to meet with friends and join groups.
- **Article 31:** Every child has the right to relax and play.

This means – making it as easy as possible for people to look after their mental health and wellbeing. We want them to have all the support they need.

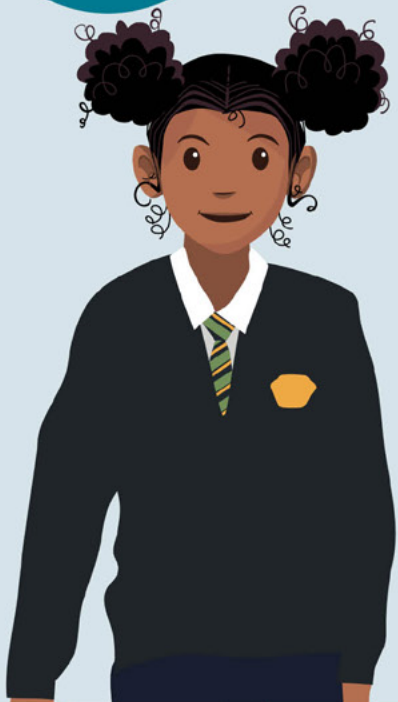
You should be able to say:

I know where to go for support or help.

I have all the information I need to understand mental health and wellbeing.

I know how to improve my wellbeing and prevent poor mental health.

I know what my rights are and how to claim them.



Actions

We will:

- 1 ➤ Build our knowledge so we understand the best ways to promote and protect mental health and wellbeing.
- 2 ➤ Build on the advice we have and communicate information better.
- 3 ➤ Start a national conversation to find out what helps people manage their mental health and wellbeing and share it to encourage others to take positive steps.
- 4 ➤ Stop stigma so people can get support without feeling judged.
- 5 ➤ Make sure staff have the skills to understand mental health and wellbeing so they can help people in the right ways.
- 6 ➤ Make sure services connect people to community-based support and activities that help them manage their mental health and wellbeing.
- 7 ➤ Make sure people know about the support and activities, including community groups, online support and more.
- 8 ➤ Work with organisations to reduce the barriers that stop people taking part in activities like culture, heritage, leisure, sports and more.
- 9 ➤ Make sure people understand that mental health needs protecting from birth and throughout all of life.



Goal 2:

We want all Government departments and services to work together.

This supports the UNCRC:

- **Article 6:** Every child has the right to life, to grow up and reach their potential.
- **Article 27:** Every child has the right to a proper house, food and clothing. Governments must help families who cannot afford this.
- **Article 29:** Every child has the right to be the best they can be. Education must help them develop their skills and talents to the full.

This means – everyone promotes and protects good mental health and wellbeing. We want to make sure local authorities, services and everything we do as a government works together to make sure people get the right support.

You should be able to say:

The Government is taking action to help protect my mental health and wellbeing.

I have support and help for the things that worry me most.

I get support when I need it, from services that work together.

I know how to look after my wellbeing and my mental health.



Actions

We will:

- 1 ➡ Make sure services and organisations in Wales follow this strategy and carry out the right assessments so they give people the right support.
- 2 ➡ Keep this strategy up to date with other laws and policies across Wales.
- 3 ➡ Measure the difference this strategy is making to people's mental health and wellbeing. This will help us learn what works and improve.
- 4 ➡ Make sure all services and organisations that work with babies, children and young people put their mental health first and follow the [NYTH / NEST Framework](#).
- 5 ➡ Find and share examples of good practice in care and treatment planning that put people first and look at everything that could affect someone's mental health and wellbeing.



Goal 3:

We want a connected system so everyone gets the right support when they first ask for help.

This supports the UNCRC:

- **Article 36:** Every child has the right to be kept safe from things that could harm their development.

This means – people get the right help, at the right time, in the right ways without having to wait. We want all services and organisations to connect together and there aren't any gaps in the help people get.

You should be able to say:

All childcare, schools and colleges understand mental and emotional health and how to help me and my family.

Wherever I am, people and services have a better understanding of mental and emotional health, and they know what they can do to help.

Support is connected so staff can make sure I have the right support if I can't find it for myself.



Actions

We will:

- 1 ➡ Make sure all staff have the right advice so they support everyone in the right ways.
- 2 ➡ Make sure all support connects and is joined up so no one faces a gap in support.
- 3 ➡ Work with partners and others to reduce the barriers that stop people getting the support they need.
- 4 ➡ Make sure that everyone knows about trauma and understands how it can affect mental health.
- 5 ➡ Make sure services and organisations put babies, children, young people and their families' mental health and wellbeing at the centre of all work.
- 6 ➡ Make sure people get the right support through pregnancy, birth and early years.
- 7 ➡ Make sure children and young people get the right support in schools.
- 8 ➡ Make sure young people get the right support in college, university and other education settings.
- 9 ➡ Make sure everyone has the information and the support they need in the language they choose. That includes making sure people are getting support in Welsh.
- 10 ➡ Make sure we listen to everyone, including ethnic minority people, and involve people in decisions more.



Goal 4:

We want all support for mental health to put the person first, to meet their needs in the right way, at the right time, without delays.

This supports the UNCRC:

- **Article 3:** Everyone who works with children should always do what is best for each child.
- **Article 17:** Every child has the right to honest information from the media that they can understand, but it must be safe.

This means – people get support for their mental health and wellbeing as quickly as possible. We don't want people having to ask more than once or having to wait for help.

You should be able to say:

I have all the support I need including at school.

When I need mental health services, they are easy to find and in places that meet my needs.

Services focus on helping me recover.



Actions

We will:

- 1 ➡ Develop a set of standards and quality statements for health boards and local authorities.
- 2 ➡ Make sure these quality statements help services put people's needs first.
- 3 ➡ Listen to people so we can understand how to improve services.
- 4 ➡ Develop a Mental Health Safety Programme that will improve support.
- 5 ➡ Work to improve how GPs and other health care services support people.
- 6 ➡ Make sure people with severe mental health conditions have support to improve their physical health and lives.
- 7 ➡ Develop a plan to improve access to different therapies to help people with mental health issues like anxiety, and people with long-term physical health conditions.
- 8 ➡ Make sure people living with long-term mental health issues get the right support.
- 9 ➡ Improve community-based mental health support in Wales.
- 10 ➡ Make sure people with substance misuse and mental health needs get the right support.
- 11 ➡ Make sure the Welsh language is supported.
- 12 ➡ Grow and improve online services so they connect to services better and more people get advice and assessments.
- 13 ➡ Make sure services support parents and carers to develop healthy relationships with their babies and young children that build their mental health.
- 14 ➡ Make sure there is strong leadership for mental health services across health boards.
- 15 ➡ Listen to people and record their experiences of support so we can improve services.

➔ Going forward

Supporting the whole mental health system

Lots of people said we needed to take action and improve the whole mental health system. We will make sure:

- people can get information and support online and can use technology
- the mental health workforce is skilled and can support people in the right ways
- all buildings, land and properties where people get support are fit for purpose and meets people's needs
- research in science and new ideas are used to improve services
- information is communicated better.

Checking it works

We will check this strategy is making the biggest difference it can and that we are reaching our goals for Wales.

Thanks for taking part

Remember, you can fill in questions here:
gov.wales/mental-health-and-wellbeing-strategy

📌 Getting support

If you feel you can't keep yourself safe, it's a mental health emergency. It's important to get some help.

Whatever you're going through, these people are there to talk to:

📺 [C.A.L.L.](#) on ☎ **0800 132 737**

💬 text SHOUT to **85258**

☎ **111 Press 2** [NHS Helpline for Urgent Mental Health Support](#)

☎ Childline on **08000 1111**

These services are for anyone who's struggling. They won't judge you.
They're free, they're anonymous, and they're always open.

