



Cross Party Group Health Inequalities

October 2018

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www.ruralwellbeing.org



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

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scotland

action for people affected by mental illness



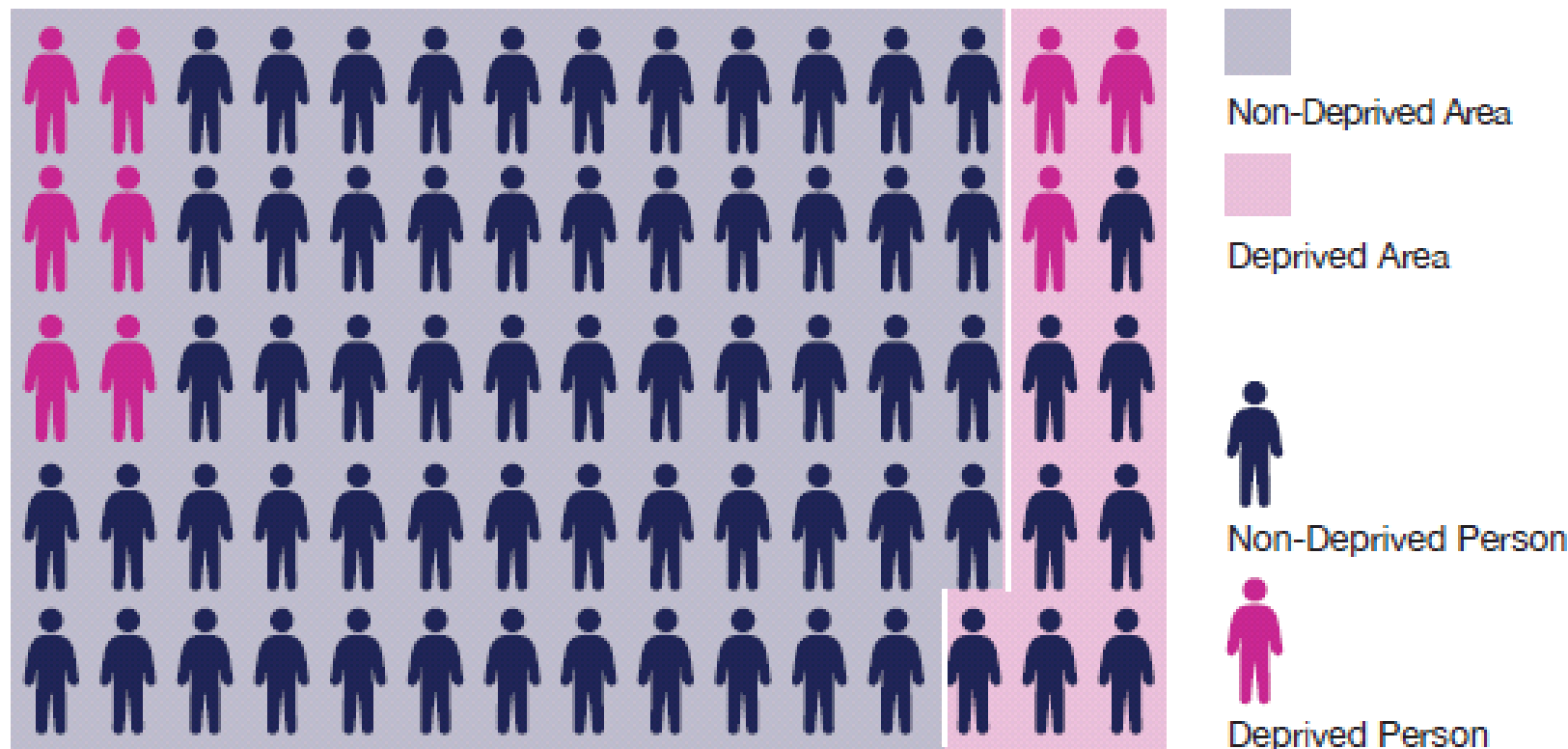
1. More than 95% of Scotland's land mass
2. Home to 20% of population = 1 million people
3. Sectors: food and drink, tourism, renewables, forestry, agriculture and fisheries, IT, manufacturing, construction, professional and creative industries.



Rural deprivation?

| Key findings in SIMD16

SIMD identifies deprived areas - not people.
The box below shows why.



Not all deprived people live in deprived areas: Two out of three people who are income deprived do not live in deprived areas.



Not everyone in a deprived area is deprived: Just under one in three people living in a deprived area are income deprived.

In this example, 'deprived' means among the 15% most deprived in Scotland.
We are using income deprived people as a proxy for people who are facing multiple deprivation.

There are no deprived data zones in these council areas (Shetland, Orkney, Western Isles), but there are still people experiencing deprivation.



FUEL POVERTY SCANDAL IN ENERGY RICH SCOTLAND

BY NEWS EDITOR – JUNE 4, 2014

POSTED IN: STORNOWAY NEWS, WESTERN ISLES



Western Isles MP, Angus MacNeil has commented on the comprehensive new analysis by Scotland's Rural College (SRUC) which shows that the highest levels of fuel poverty is in the Western Isles, with 76% of people over the age of 60 in fuel poverty.

A household is in fuel poverty if it needs to spend 10% or more of income on all fuel use in order to heat the dwelling to an acceptable standard.

The town and country divide: the fuel poverty suffered by old people in rural areas

from Sunday Herald, 01 June 2014



Up to three-quarters of elderly people living in rural areas of Scotland are suffering fuel poverty and are "falling through the cracks" in government policy, according to an

expert report to be launched tomorrow.

Fuel poverty hits elderly and poor hardest

Methods inadequate to gauge rural problems

More than half of Highlands and islands pensioners living in fuel poverty

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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 around **1,300 people every week** in Scotland, over 80% in rural Scotland

SiMS has **17 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, combining support for mental health and financial problems.

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)

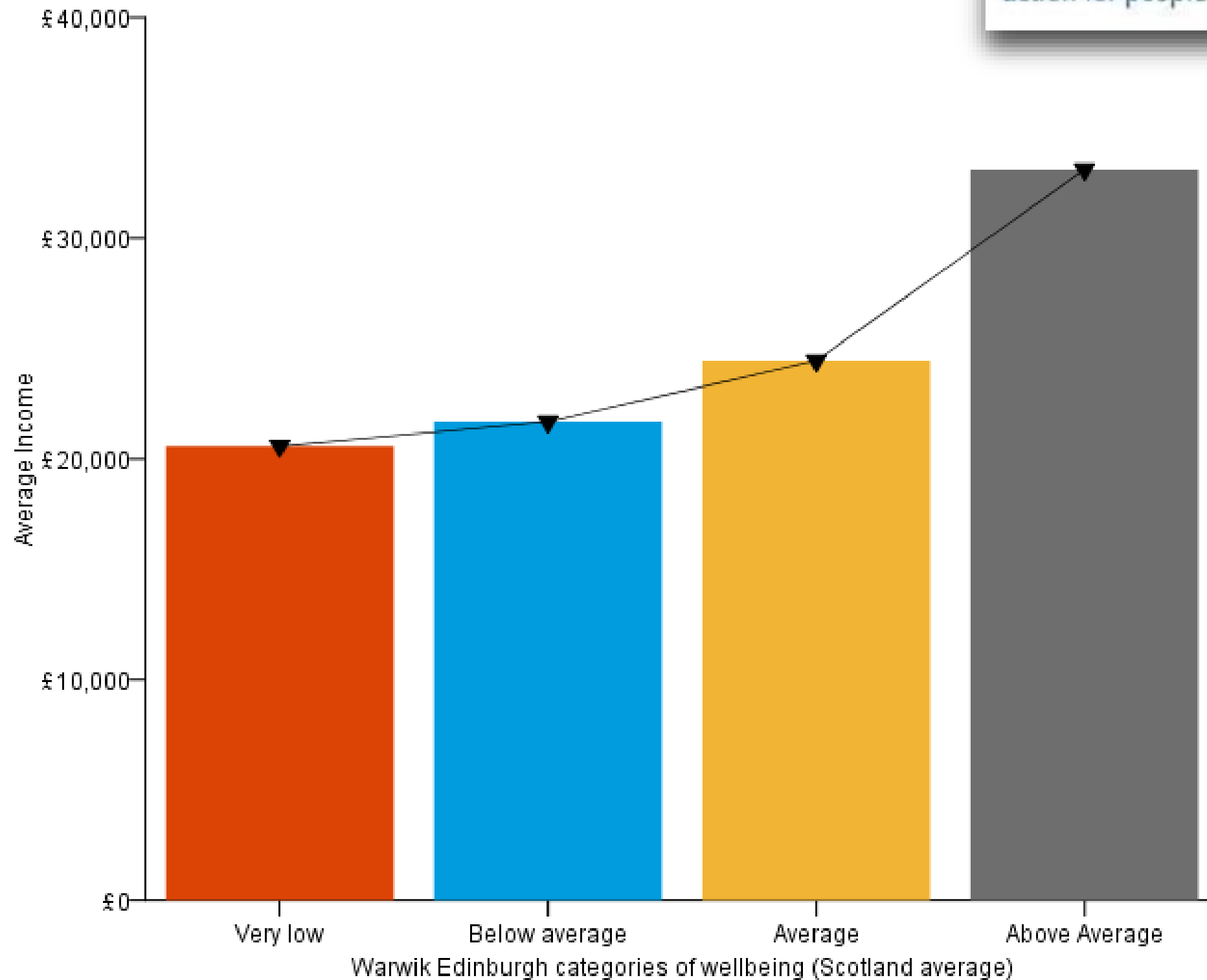
In each year the total cost of mental health problems per employee for Scottish employers is £970

Income levels by Mental Wellbeing

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Living in rural Scotland: evidence

1. Disadvantages:

- Geographical and social isolation
- Lack of anonymity
- Distance from services
- Lack of public transport
- Community unsupportive

2. Advantages:

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

“If you could change ONE THING about mental health services in rural Scotland, what would that be and why?”



1. The role of the community
2. Awareness-raising and increased understanding to reduce stigma, it happens in rural areas.
3. Access to specialist services
4. Co-ordinated, tailored and holistic
5. Accessible
6. Confidentiality
7. Funding

Research - <https://tinyurl.com/yb77f9f7>



Scotland's Rural College



ACUMEN



Scottish Women's Institutes



THE UNIVERSITY of EDINBURGH

MORAY wellbeing HUB



ACTION FOR MENTAL HEALTH



marine scotland



rooted in our communities



THE PRINCE'S COUNTRYSIDE FUND



jane craigie



NFU Scotland

SAMARITANS SCOTLAND



Landowners Working for the Countryside



Youth Borders



Mental Health Foundation

Dumfries & Galloway



University of the Highlands and Islands
Oilthigh na Gàidhealtachd agus nan Eilean

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penumbra



nus scotland
national union of students



giving nature a home



RURAL HOUSING SCOTLAND

SAMH
for Scotland's mental health

VOX SCOTLAND
VOICES OF EXPERIENCE

Scottish Rural Parliament

outsidethebox



rural wellbeing

the national rural mental health forum

www.ruralwellbeing.org



ROYAL HIGHLAND & AGRICULTURAL SOCIETY OF SCOTLAND



British Veterinary Association



The Scottish Government
Riaghaltas na h-Alba



Forestry Commission Scotland
Coimisean na Coilltearachd Alba

Raising awareness

Members' networks and events

Conferences

Highland Show

Members' Magazines and Newsletters

Social Media

TV and Radio

Adding Value

Samaritans and RSABI

Engaging with Business

Mental Health First Aid

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

University Research Projects

Samaritan's Rural Work

Aspiring Communities Project

Regional Network

Informing and shaping policy -

Mental Health Strategy

Government Stakeholder Groups

Social Security Powers

Ministerial Meetings

Presenting at Conferences/events

Parliamentarian Engagement

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.”



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<https://tinyurl.com/yb77f9f7>

www.smhfa.com