




Steps

A low intensity, high impact service in a deprived area

Jim White



Some questions we need to ask in primary care

- is 'low intensity' the same as 'low skill'?
- would my service users get into most research trials?
- why are attrition rates so high?
- are we aiming to 'cure' or 'keep heads above water'?
- do we confuse 'clinical depression' with 'unhappiness'?
- what about all the people who don't get (self) referred?
- are the 'hard to reach' called that for good reason?

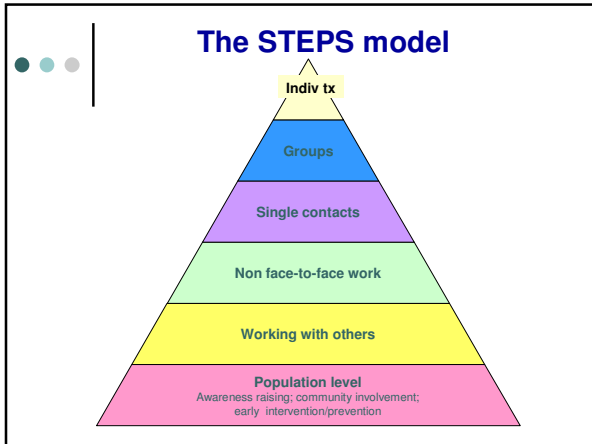


STEPS primary care mental health team

- 2 clinical psychologists
- 2 CBT therapists
- 2 person-centred counsellors (part-time)

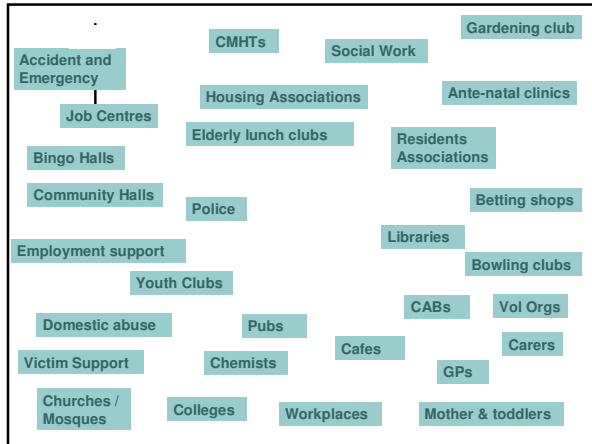
- 2 assistant psychologists
- 1 peer support volunteer
- 130,000 pop in south east Glasgow, mainly deprived

- Scottish Government Exemplar Project



- ### STEPS goals
- o very high volume (>3,000 pa)
 - o leave the clinic and go hunting and...
 - o raise awareness, counter stigma
 - o offer genuine choice – horses for courses
 - o no waiting lists
 - o easy to return to the service (GP model)
 - o enough work to go around so don't be precious
 - o design a deprivation-relevant model
 - o be:
 - 'better than nothing'
 - 'more than just therapists'
 - 'greeters' not 'bouncers'

All services are self-referral



New STEPS Brochure

Therapist contact

- o Advice Clinic
- o 'Call Back'

Groups

- o Stress Control
- o Mood Matters
- o First Steps
- o Step into Shape
- o Connect
- o MindGym
- o HealthGym
- o LifeGym
- o Day workshops

Non-therapist contact

- o Healthy Reading
- o Steps out of Stress booklets
- o www.glasgowsteps.com
- o www.glasgowhelp.com
- o '100 people' DVD
- o 'Everything you always..' DVD
- o STEPS sounds / podcasts

Other

- o Mental health info and advice
- o اردو بولنے والوں کے لئے مدد
- o Partner organisations
- o Stay in touch with STEPS

Therapist contact

**Call-back
Advice Clinic**



Advice Clinic

- o Appointment same week
- o 1/3 attending live in 15% Highest Deprivation Area
- o 83% Attendance Rate
- o 85% people attending the Advice Clinic have not accessed mental health services before



Time to contact	8.7 hours
Time to first STEPS session	9.1 days
Attend 1st appt (%)	94
Complete tx (%)	83



stresscontrol

Face your fears; be more active; watch what you drink

mixed anxiety/depression



moodmatters

Accentuate the positive, eliminate the negative

depression



firststeps

Step by step, day by day

peer-support



stepintoshape

...and step out of stress

exercise



connect

Get yourself connected


social anxiety




lifeGym

A work-out for life

recovery/well-being



- 6 session didactic CBT 'evening class'
- Transdiagnostic model
- Community venue
- Rolling programme
- Most popular option
- 30-160 at each class
- Partners/friends can attend
- Easily understood booklets
- As good as indiv treatment?




Non-therapist contact

Healthy Reading
 Steps out of Stress
www.glasgowsteps.com
www.glasgowhelp.com
 اردو بولنے والوں کے لیے مدد
 STEPS sounds
 DVDs



- all Glasgow libraries
- books, audio, video
- extended to physical health
- over 1800 books borrowed each month



'Steps out of Stress' series

- Stress (mixed anxiety/depression) * #
- Stress (teenagers)
- Panic *
- Insomnia *
- Self-esteem
- Relaxation *
- Fatigue
- Getting more active
- Psychosis
- So you've had a baby?
- Whole Life book
- Work stress
- Anger
- Alcohol
- Anti-depressants *
- Bereavement
- Trauma
- Flying phobia
- Height phobia
- Health anxiety
- Phobias (general)
- Agoraphobia
- Getting motivated
- Assertiveness
- Social anxiety
- OCD

<9 years 20-40 pages website *Urdu # Polish, Slovak


www.glasgowsteps.com

Information

Self-assessment

Interactive self-help

Downloads: [videos](#), [audio](#), [book](#), [podcasts](#)
 BBC radio programmes
 On-line booking
 Spirituality section
 Art gallery



STEPS DVD: Everything you always wanted to know about stress (but were afraid to ask).

Available on home page of www.glasgowsteps.com

ASDA

Service brochures Booklets DVDs Sign up for services

Example of outreach: stall at ASDA supermarket

Targeting areas / groups

o Service brochures delivered to:

everyone taking a ADM or 'depressed' (20%)

everyone with chronic disease in GP practice

STV *Make Me Happier*

o Scottish Government funded

o CBT / lifestyle advice

o 6 programmes Tuesday 7.30

o Lorraine Kelly



'Together for Toryglen'

STEPS
Scottish Development Centre
Centre for Confidence and Well-being
Glasgow Housing Association



Where do we go from here?

Continue to focus on:

- o holistic approaches
- o 'Strategy Factory'
- o the 'hard to reach' not just the 'usual suspects'
- o moving further into the population – social prescribing, mental/social capital and wellbeing
