



**FOR PUBLICATION**

**DERBYSHIRE COUNTY COUNCIL**

**REPORT TO CABINET MEMBER FOR HEALTH AND COMMUNITIES**

**11 August 2022**

**Report of the Director - Public Health**

**Grant funding award for the Snapp it project**

**1. Divisions Affected**

1.1 Countywide.

**2. Key Decision**

2.1 This is not a key decision.

**3. Purpose**

3.1 This report seeks approval from the Cabinet Member for Health and Communities to award £0.075m of the Contain Outbreak Management Fund to 'Snapp It' to deliver a 1-year mental health engagement project, starting in September 2022, to young people across 50 Derbyshire schools/colleges, using bespoke devices that provide mental health information and signposting support.

**4. Information and Analysis**

4.1 Mental health and emotional wellbeing remains a key public health priority. Young people in Derbyshire have been identified as a group at higher risk of mental, emotional, sexual and physical ill health, with incidents of self-harm being reported at between 15-20,000 a year. It is evidenced that 50% of all adult mental health problems start in teenage years in people as young as 14 years old.

- 4.2 The aim of this mental health engagement project is to improve the mental health and emotional wellbeing support for young people in Derbyshire by building upon a similar piece of work previously delivered by the same provider in 2021. This project was piloted in Chesterfield, Erewash and the High Peak. The project was developed in alignment with the objectives and support of Derbyshire County Council Public Health, School Nursing, Children's Services and schools' along with further education settings in Derbyshire.
- 4.3 The continuation of funding will enable this work to expand into more settings across Derbyshire with a focus on areas of higher deprivation, high exclusion rates and mental health need. The work will be aimed at young people aged 15-19 years old who find themselves facing the pressures around GCSE's, A Levels and other exams, plus issues around leaving school/college and their next steps.
- 4.4 Snapp It will deliver face-to-face engagement sessions addressing the importance of improving and maintaining personal mental health and wellbeing, whilst raising awareness around mental health in general, providing relevant information around services available to young people. Sessions are founded on lived experience and are delivered in a unique and engaging way.
- 4.5 Young people will be provided, free of charge, with an option of four different personalised devices to support bespoke learning and store relevant information: wristbands, lanyards, smart cards and phone badges. Each device displays a QR Code which when scanned via a smartphone device grants instant, 24/7 access to the smart health 'Snapp-It' mobile application which offers local and national, local authority and commissioned mental health support information.
- 4.6 The project will allow the development of more innovative devices, supported by a working group and other relevant organisations.
- 4.7 Derbyshire County Council previously commissioned this one-year pilot in 2021-22. The Provider worked in six secondary schools and further education college settings. Project outcomes were as follows:
- The task of developing and delivering a wristband product was exceeded with an additional 3 devices subsequently designed, developed and delivered.
  - 476 students engaged through on site, face-to-face health and wellbeing awareness and motivational talks
  - 500 QR coded devices (wrist bands, smart cards, phone badges) were handed out to year 11, 12 & 13 students

- 76 installations of the Snapp It app with 730 new users.
- 86% 'hits' (students accessing information) on day 1 of devices being given out.
- 5,000 content links on devices including relevant mental health support and wellbeing advice.
- Feedback from the teachers, schools, parents, teens and wider community incredibly positive
- A further 300 students were engaged between February-April 2022 and a further 350 students, engaged in May 2022.

4.8 Evaluation for the proposed project would be carried out at the mid-point, six months into this one-year initiative.

4.9 This additional funding will support the response to the impact of the Coronavirus pandemic by continuing work around mental health, which has been developed and delivered directly within communities where the impact is still felt. Engagement work will raise awareness and provide support to teachers in mental health to pass on to future generations of students, and the devices will continue to support the students receiving them during the project.

4.10 Continuing with the mental health engagement project, funding will enable the provider to reach many more young people across Derbyshire, supporting them to have the tools and know how to look after and support their own mental health. Additional funding will enable increased, insightful and engaging, service-connecting content to help further reduce and prevent harm in young people by building resilience and embracing empowerment through early identification and smart health intervention.

## 5. Consultation

5.1 Not applicable

## 6. Alternative Options Considered

- **Go out to the wider market for a commissioned service.** This project model and software has been developed and piloted specifically by the existing provider and with young people in Derbyshire. There is no alternative provider that would have this software, therefore would be unable to deliver.
- **Do nothing:** If the funding was not approved then we would miss the opportunity to offer additional and unique mental health support in the school environment for this age cohort utilising short term funding available to the county council.

## **7. Implications**

- 7.1 Appendix 1 sets out the relevant implications considered in the preparation of the report.

## **8. Background Papers**

- 8.1 Not applicable

## **9. Appendices**

- 9.1 Appendix 1 – Implications

## **10. Recommendation(s)**

- 10.1 That Cabinet Member for Health and Communities is asked to award £0.075m of the Contain Outbreak Management Fund to ‘Snapp It’ to deliver a one-year mental health engagement project, starting in September 2022, to young people across 50 Derbyshire schools/colleges, using bespoke devices that provide mental health information and signposting support.

## **11. Reasons for Recommendation(s)**

- 11.1 This project will significantly increase the awareness of, and access to, mental health and emotional wellbeing information and relevant support services for young people in Derbyshire.

## **12. Is it necessary to waive the call-in period?**

- 12.1 No

Report Author: Adam Norris, Jo Perkins

Contact details: Adam.Norris@derbyshire.gov.uk,  
jo.perkins@derbyshire.gov.uk

## **Implications**

### **Financial**

- 1.1 The total cost of the period from 01 September 2022 to 31 August 2023 is £0.075m funded from the Contain Outbreak Management Fund underspend.

Year 1 (Sept 22 – Aug 23) at £1500 per school x 50 schools = £75,000  
**Total £75,000**

### **Legal**

- 2.1 The Council has power to provide grants under the general power of competence set out in section 1 of the Localism Act 2011.
- 2.2 The Council's Financial Regulations state that grants of less than £0.100m require Cabinet Member authorisation.
- 2.3 The Council's standard grant agreement shall be used to set out the terms and conditions for which the grant is made. This includes conditions for clawback of funding in certain circumstances and states that the Council is not liable for any employment liabilities.

### **Human Resources**

- 3.1 The funding will enable the local provider to deliver the project. Derbyshire County Council accepts no employment or future redundancy liability, with all employment and related matters to be managed by the providers.

### **Information Technology**

- 4.1 There are no IT related implications.

### **Equalities Impact**

- 5.1 There are no equalities related implications.

### **Corporate objectives and priorities for change**

- 6.1 This project will contribute to a number of corporate objectives and priorities including:

- Delivers against the Derbyshire County Council Plan Outcome of resilient, healthy and safe communities.
- Delivers against the Derbyshire County Council Service Plan Outcome PH7 - Worked with partners to promote positive mental wellbeing and improve support for local people, including the prevention of suicide.
- Delivers against the Outcomes Based Accountability (OBA) indicators and measures for mental health and wellbeing, as well as impacting several of the OBA priorities.
- Delivers against the ambition to embed population mental health approaches across the Joined-Up Care Derbyshire system.

**Other (for example, Health and Safety, Environmental Sustainability, Property and Asset Management, Risk Management and Safeguarding)**

7.1 There are no other related implications.