

A Delivery Plan for the...

All-Age Mental Health and Wellbeing Strategy

2025-2028



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.

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).

All-Age Mental Health and Wellbeing Strategy 2025-2035 is about promoting and supporting mental health and wellbeing. You can read more here...



This is the Delivery Plan for that strategy. These are the actions we plan to take over the next 3 years.





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.

Helping us reach the vision

We can't do this alone. The Welsh Government, NHS Wales, Public Health Wales and others will help us deliver different parts of this plan.

Together, we'll work with services and organisations across Wales.

We'll also continue to involve people across Wales, to find out their experience of mental health and what matters to them.

Actions...

to help us reach our vision and support the whole strategy.

- 1 We will set up strong systems and processes that will help us to reach the goals and vision of this strategy.
- 2 We will work with people and listen to their views as we develop and deliver the actions. This is called co-production.





Goal 1:

We want to make sure the building blocks are in place to support good mental health and wellbeing.

This means — when basic building blocks in life like a safe childhood, a good home, a job, money, relationships and friendships are missing it can have a big impact on our mental health and wellbeing.

To help give people these building blocks, we'll raise awareness of how important it is to consider mental health and wellbeing in plans and policies for Wales.



Actions

Over the next 3 years:

- 1** We will develop a set of indicators to show us the difference this strategy is making to people and services across Wales.
- 2** We will make sure public bodies use Health Impact Assessments and think more about the impact of decisions on physical and mental health.
- 3** We will improve how services gather and use evidence. This will help them to develop policies and make decisions that support the mental health and wellbeing of people better.

i Public bodies — get money from the Government to provide services to the public, like hospitals, schools and social services. But they are separate from the Government itself.



Goal 2:

Everyone has the knowledge, opportunities and confidence to protect and promote good mental health and wellbeing.

This means — making it easy for people to look after their mental health and wellbeing. Everyone is different and some people may need more support than others. This goal is helping people take action, by removing barriers and giving them support.



i Hapus — is run by Public Health Wales and aims to start conversations on mental wellbeing and take action to improve it.

Social prescribing — connecting people to things in their community to help them manage their health and wellbeing.

Assets — something of value and useful, it could be a property, resource or skill.

Actions

Over the next 3 years:

- 1** We will study the evidence for what works to protect and promote good mental wellbeing and what might stop mental health conditions starting. We will do more research to fill any gaps we find.
- 2** We will help people understand the actions they can take to protect and support their mental wellbeing.
- 3** We will work through Hapus to give people information and opportunities to improve their mental health and wellbeing.
- 4** We will put in place better systems to connect people to opportunities that help their mental health and wellbeing. Making better use of social prescribing is one way we will do this.
- 5** We will make sure employers support their workforce to protect and promote their own mental health and wellbeing.
- 6** We will deal with stigma so it doesn't stop people doing things to protect their mental health and wellbeing, or asking for help.
- 7** We will empower and strengthen communities so they can use and develop their resources and assets and make them more accessible to people.
- 8** We will work with health boards, schools and other organisations to make sure physical environments, like buildings, parks and open spaces support mental health and wellbeing.



Goal 3:

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

This means — making sure people get the right help, at the right time, in the right ways without having to wait.

People often need extra support from Health services, Social care, Housing, Advice Services or others. We want all these services to connect together so there aren't any gaps.



Actions

Over the next 3 years:

- 1** We will make sure information, advice and self-help resources support mental health and wellbeing.
- 2** We will make sure mental health support is connected, based on rights and helps babies, children, young people, and their families.
- 3** We will promote services that step in early to support babies, children, and families' mental health.
- 4** We will improve support for parents and infants.
- 5** We will develop ways for health and social care services to work together better and find ways for people to get 'same day' support.
- 6** We will work to make Wales a trauma-informed nation and support people better.
- 7** We will explore ways to give the workforce advice and guidance on how to support people with poor mental health.
- 8** We will continue to use the 'Whole School Approach to Emotional and Mental Wellbeing,' to support learners.
- 9** We will check and improve the ways we commission substance misuse services.
- 10** We will make sure people who are neurodiverse and have mental health needs have the right support, at the right time.
- 11** We will make sure people with learning disabilities and mental health needs get the right support, at the right time.
- 12** We will improve the support for students' mental health and wellbeing needs in Higher Education and Further Education. We will check Medr includes this in their work.
- 13** We will make sure people who have health needs that affect their memory or language can get the right support, at the right time.

1 **Holistic** — all areas of life.

Trauma — is any experience that is unpleasant and can cause us distress or anxiety.

Commission — the process that we use for planning, purchasing and checking services.

Neurodiverse — is about how people's brains all work differently.

Medr — is responsible for the work and funding of Higher Education and Further Education.



Goal 4:

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

This means — people get support quickly. We don't want people having to keep asking or waiting for help.

Actions

Over the next 3 years:

- 1** We will make sure mental health services and local authorities have regulations and systems that include mental health in their planning process.
- 2** We will support the health and social care mental health workforce so they have the confidence to meet people's needs and the skills to deliver sensitive support.
- 3** We will develop a clear plan for using digital technology and improving data in mental health services.
- 4** We will work with organisations to develop a plan to make sure all buildings and places where people get mental health support are fit for purpose.
- 5** We will work with Health Technology Wales and others to use technology and research better.
- 6** We will develop a clear plan to improve information about mental health services, support and how to get them.
- 7** We will develop quality standards for health boards, local authorities and others so everyone knows what to expect.
- 8** We will co-produce and involve professionals and people across Wales when we plan and deliver services.
- 9** We will make sure mental health services support deaf people better.
- 10** We will develop new ways of working so people can get support as quickly as possible, including 'same day' mental health support across Wales.
- 11** We will make sure people can get support from GPs, clusters and community mental health services.
- 12** We will build our front-line support services to connect with other services including other parts of mental health, substance misuse, neurodivergence and physical health.
- 13** We will develop new ways to offer community mental health support that helps people recover.
- 14** We will make it easier for people to get different types of interventions and therapies.
- 15** We will reduce harm across mental health services by having new standards and a patient safety programme.
- 16** We will develop a long-term vision for crisis care for mental health so people get the best support.
- 17** We will make sure people living with long-term mental health conditions get support for their physical health.
- 18** We will make sure laws protect, promote, and improve the lives and mental wellbeing of people in Wales. We will work with the UK Government to make sure their laws include what we need in Wales.

i A cluster — are local services working together in an area.
Front-line services — are the ones people contact first when they need help.

➡ Thanks for reading this

If you want to know more, contact:

✉ Mental Health and Vulnerable Groups
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

✉ mentalhealthandvulnerablegroups@gov.wales

📌 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.

