

Mental Health and Wellbeing Strategy Delivery Plan 2025-2028

Contents

01	Introduction
02	Structure
03	Overarching actions
04	Vision Statement 1 There is action to make sure the building blocks are in place to support good mental health and wellbeing
06	Vision Statement 2 Everyone has the knowledge, opportunities, and confidence to protect and promote good mental health and wellbeing
10	Vision Statement 3 There is a connected system where all people receive the appropriate level of support wherever they reach out for help
16	Vision Statement 4 There are seamless mental health services — person-centred, needs led and guided to the right support first time, without delay

Introduction

This delivery plan accompanies the Mental Health and Wellbeing Strategy for Wales 2025-2035. This plan details actions which will be taken across the Welsh Government, by NHS Wales and our key partners to contribute to achieving the longer-term vision and objectives committed to in the Strategy.

The actions set out in this plan will be taken forward within the next three years. Creating a short and focussed plan allows us to reflect and evaluate and ensure the actions are delivering effectively on our strategic objectives. All the actions, unless specifically stated otherwise, will apply across the age ranges and detailed planning will take place for each stage of the life span. Through the implementation of the actions, we will also ensure an intersectional approach is taken to consider the specific needs of target populations.

Each year an annual update against the actions in the plan will be published, as part of this process we will look to review progress and will detail any additional activity that we think necessary to deliver against these priority actions. We will ensure that this work is highlighted in any progress updates.

Our Vision

'People in Wales will live in a country which promotes, supports and empowers them to improve their mental health and wellbeing, and will be free from stigma and discrimination.'

Structure

This Delivery Plan has been structured as follows:

Page 3: Provide a summary of the overarching actions that will support the implementation of the strategy and delivery plan as a whole.

Pages 4-5: Provides a summary of actions to be taken to support Vision Statement 1.

Pages 6-9: Provides a summary of actions to be taken to support Vision Statement 2.

Pages 10-15: Provides a summary of actions to be taken to support Vision Statement 3.

Pages 16-25: Provides a summary of actions to be taken to support Vision Statement 4.

Each section will set out what needs to be delivered, by who and by when to achieve our ambitions.

Overarching actions

Listed below are the areas that have been identified to support the implementation of the whole strategy and delivery plan. These actions will also support chapter five of the strategy.

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
O.1. Establish a robust Governance structure for the delivery	Welsh Government	Establish Joint Ministerial Advisory Board, with terms of reference that set out the relationships with other structure/organisations and a clear reporting framework. Within six months.	Joint Ministerial Advisory Board Strategy Programme Board
of the strategy.		Publish a closure report outlining the achievements against <i>Together for Mental Health</i> to set the baseline for the new strategy. End of year one.	
		Publish an outcomes framework and 'theory of change' that will support the commission of an independent evaluation of the strategy. End of year one.	
		Publish an update against the actions in the plan, as part of this process we will look to review progress and will detail any additional activity that we think necessary to deliver against these priority areas. Annually.	
O.2. Embed co-production into the development and delivery of all actions.	Welsh Government	Reporting to the Joint Ministerial Assurance Board will include detail on how each action has been informed by co-production ¹ . Ensure structures and processes are in place to ensure an intersectional approach to consider the specific needs of target populations. As per individual action timescales.	People with lived experience Strategic Programme for Mental Health (Linked to action: VS 4.2.)

¹ This will be supported by the Wales Guidance on Best Practice in Service User and Carer Engagement in Mental Health developed by the Wales Mental Health and Wellbeing Forum.

There is action to make sure the building blocks are in place to support good mental health and wellbeing

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
Monitor a set of measurable, cross-Government indicators to track progress at a population and programme level – and develop a monitoring approach that embeds learning from these indicators into the development of policy impacting mental health and wellbeing.			
VS 1.1. Establish and monitor a set of measurable indicators to track progress at a population and programme level.	Welsh Government	Include within the terms of reference for the Joint Ministerial Assurance Board detail on how the Board will consider evidence relating to progress to tackle the wider determinants of mental health. Within 6 months. Publish the indicators that will be used to track progress, and the process for routine review and adaption through the delivery plan cycles. Within 6 months. Consider at Joint Ministerial Assurance Board progress on wider determinants and identify where more targeted action is needed. Ongoing.	Joint Ministerial Assurance Board (Linked to action: O.1.)

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
		out the work of Government by ensuring that public bodies th physical and mental health in specified circumstances.	s undertake health impact
		nt and the wider public and third sector to fully consider nedevelopment and implementation of training resources.	nental health in policy
VS 1.2. Embed the use of Health Impact Assessments which consider the	Welsh Government	Introduce Regulations in line with the provisions of the Public Health (Wales) Act 2017 to ensure named public bodies are required to undertake Health Impact Assessments in specified circumstances. End of year one.	Public Bodies
impact of decisions on both physical and mental health.		Develop training that supports the implementation of the Regulations and emphasises the importance of understanding people's lived experiences of mental health and wellbeing. End of year two.	
VS 1.3. Improve the way in which public bodies access and apply the available evidence base and support officials to effectively consider how their policy areas can support the mental health and wellbeing of people in Wales.	Welsh Government	Assess how public bodies are accessing and applying the available sources of information and evidence and make recommendations on how this could be improved. End of year one. Developing and implementing training resources to raise awareness and ability within Government to fully consider mental health in policy development. End of year two.	Public Health Wales Public Bodies Third Sector Welsh Local Government Association People with lived experience

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

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
		knowledge and evidence base on what works to protect or velopment of mental health conditions across the life cour	
VS 2.1. Review the evidence base and fill the gaps on what works to protect and promote good mental wellbeing, and what works to prevent the development of mental health conditions.	Welsh Government	 Establish a 'Research and Evidence' group on understanding what protects and promotes good mental wellbeing to: Identify gaps in both quantitative and qualitative evidence. End of year one. Prioritise and commission research ensuring lived experiences representative of the full breadth and diversity of the population are captured. End of year one. Identify new and improved ways of forecasting and measuring wellbeing trends in Wales. End of year two. 	Public Health Wales Academic Community Third Sector Welsh Local Government Association People with lived experience
Empower and enable	e everyone to take action	to protect and promote good mental health and wellbein	ng across their lives.
VS 2.2. Develop an understanding of primary prevention activities which support members of the public to take action to protect and promote good mental wellbeing.	Public Health Wales	Develop a baseline of current primary prevention activities which support members of the public to take action to protect and promote good mental wellbeing. End of year two. Evaluate primary prevention activities which support members of the public to take action to protect and promote good mental wellbeing. End of year three.	Regional Partnership Boards Public Bodies Hapus Strategic Partnership Group

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
VS 2.3. Through 'Hapus' ² provide information and opportunities to engage in activities which prevent	Public Health Wales	Develop the Hapus Strategic Partnership Group to promote engagement with mental wellbeing-promoting activities, with an initial focus on young adults, females, people in poor health and informal carers and those they care for. Ongoing.	Hapus Strategic Partnership Group Hapus Supporter Network Third Sector
poor mental health and protect and promote good		Grow the Hapus Supporter Network to strengthen good practice and awareness of opportunities to engage with wellbeing-promoting activities. Ongoing.	People with lived experience
mental health and wellbeing.		Collect and share case studies of good practice from community organisations delivering wellbeing-promoting activities. Ongoing.	
		Collate and promote a suite of tools and resources which enables people to reflect on and regulate emotions and take action to protect and promote good mental health and wellbeing. End of year two.	
		Promote the use of community assets which promote good mental health and wellbeing by:	
		 Reviewing the evidence and developing guidance on what works to create safe, inclusive, and welcoming community activities. End of year one. 	
		 Working with national and regional partners to address barriers and improve enablers to participation in wellbeing-promoting activities. Ongoing. 	

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
VS 2.4. Strengthen mechanisms which signpost members of the public to mental health and wellbeing opportunities and embed the use of social prescribing in a way which meets the needs of all communities.	Public Health Wales Welsh Government	 Incorporate mental wellbeing into Making Every Contact Count (MECC) training. End of year two. Ongoing development of the National Framework for Social Prescribing including: Guidance on core data to be collected by organisations whose primary function is to deliver social prescribing. End of year one. Sets of principles for community assets engaged in social prescribing. End of year one. Commissioning a Social Prescribing skills and knowledge platform for Social Prescribing Practitioners. End of year two. Developing an outcomes framework for commissioning social prescribing. End of year two. Review and evaluate social prescribing approaches for children and young people with mental health and/or wellbeing support needs and make recommendations on how they can be strengthened. End of year two. 	Public Bodies Organisations that deliver social prescribing Third sector People with lived experience NHS Executive (Strategic Programme for Mental Health)
VS 2.5. Ensure employers support their workforce to take action to protect and promote their own mental health and wellbeing.	Welsh Government	Provide evidence-based information to employers on how they can support employees to take action to protect and promote good mental wellbeing through Business Wales digital channels and Healthy Working Wales. Ongoing. Develop a training module for employers on how they can empower their workforce to take action to protect and promote good mental wellbeing. End of year two.	Business Wales Healthy Working Wales

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
		omotes good mental health and wellbeing and where it is and wellbeing and to seek help for mental health condition	
VS 2.6. Tackle any form of stigma which stops people taking action to protect and promote mental health and wellbeing and seeking help for mental health conditions.	Welsh Government	 Work with the third sector and our stakeholders to develop our future approach, including consideration of: Lessons learnt from the previous 'Time to Change Wales' Campaign. The varying level of stigma across the spectrum of mental health needs. End of year one. 	Public Health Wales Third Sector Employers Public Bodies People with lived experience
VS 2.7. Strengthen approaches to community empowerment and asset-based community development.	Public Health Wales	Develop and disseminate accessible and impactful resources to enable practitioners to apply empowerment and asset-based approaches when working with the public. End of year one.	
VS 2.8. Create a physical environment which supports mental health and wellbeing.	Welsh Government	Collate and promote evidence that increases understanding of the importance of, and inter-relationships, between aspects of the physical environment affecting mental wellbeing. End of year two. Work with partners, including the National Forest for Wales, to promote the importance of the built and	Academic Communities Public Bodies Public Health Wales
		natural environment on mental wellbeing and share examples of how health boards, schools and other organisations have used their estates to create both calming and energising spaces for the benefit of staff/patients/pupils and visitors. Ongoing.	

There is a connected system where all people receive the appropriate level of support wherever they reach out for help

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)		
advice, and informat	Ensure access to early intervention and prevention services. Enabling babies, children, and their families to access the support, advice, and information they need in a timely manner. Focus on improving support of the first 1000 days in a baby's life.				
VS 3.1. Provide joined-up information, advice and self-help resources to help individuals support their mental health and wellbeing.	Welsh Government	Consider digital support available at a regional level in Wales to identify gaps and opportunities for join up and standardisation. End of year one. Roll out standardised digital offer across Wales. End of year three.	NHS Wales Joint Commissioning Committee Strategic Programme for Mental Health		
VS 3.2. Develop a connected (no wrong door) and children's rights-based approach to mental health and wellbeing for babies, children, young people, and their families.	Welsh Government	Support Regional Partnership Boards and wider partners to implement the principles of the NYTH/NEST Framework and monitor through the Self-Assessment Tool. Ongoing. Embed the NYTH/NEST Framework across all relevant Welsh Government policies. End of year three.	Regional Partnership Boards Health Boards Local Authorities Third Sector People with lived experience		

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
VS 3.3. Promote overall family mental health and well-being by providing holistic, evidence based early intervention and prevention support to babies, children, and their families, ensuring problems are addressed at an early stage before they escalate to crisis point.	Welsh Government	Allocate funding to Local Authorities through the Children and Communities Grant to support them in delivering early years intervention and prevention services. Ongoing. Engage with our networks to ensure our early years policies and programmes are having an impact and improving outcomes for babies, children, and their families. Ongoing.	Local Authorities Local Health Boards Public Health Wales Third Sector
VS 3.4. Focus on improving support for parent-infant relationships.	Welsh Government	Develop an agreed approach to parent-infant relationships. End of year one.	Regional Partnership Boards Public Health Wales Local Authorities Local Health Boards Third sector People with lived experience

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
Strengthen the conn	ection between health ar	nd social care to deliver seamless support.	
VS 3.5. Develop a national model of integrated care for mental health across health and social care, which will consider the Integrated Community Care System and 'same day open access approach' being established.	Welsh Government Strategic Programme for Mental Health	Working with the Emotional and Mental Health Community of Practice and Regional Partnership Boards to learn from current practice to inform develop a national model of integrated care. End of year three.	Regional Partnership Boards Third Sector People with lived experience

Help Wales become a trauma-informed nation through support for the implementation of the Trauma-Informed Wales Framework and the development of trauma-informed individuals, communities, and organisations.

VS 3.6. Work towards Wales becoming a	ACE Hub Wales Traumatic Stress	Embed the <u>Trauma-Informed Wales Framework</u> into policies, programmes, strategies, and continue support for the development of trauma-informed approaches	Welsh Government Public Health Wales
trauma informed nation, by building	Wales	and interventions across all practice levels. Ongoing.	Trauma-Informed Wales
an individual, community, and organisational understanding of trauma and adversity, its prevalence, impact on people, communities, and services, and how we can all support those affected by trauma.			People with lived experience

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)		
Improve access to acmental health.	Improve access to advice and expertise for people working in all services who need guidance to support people with poor mental health.				
VS 3.7. Explore how we can provide easy access to advice to people working in all services who may need guidance to support people with poor mental health.	Welsh Government	 Develop options to enhance provision of advice to other front-line services. The development of these options should be informed by: the evaluation of the 111 press 2 service the roll out of the UK Government 'Right Care, Right Person' programme with Police forces in Wales CAMHS education in-reach service End of year two. Op a set of actions to support different parts of the system	Strategic Programme for Mental Health NHS Wales Joint Commissioning Committee		
		Work with nurseries to secondary schools, Pupil Referral Units and Special Schools to adopt and implement the Whole School Approach, using the Statutory Framework.' Ongoing.	Public Health Wales Strategic Programme for Mental Health Third Sector Local authorities and their commissioned providers Medr		
VS 3.9. Ensure robust commissioning arrangements for substance misuse services in Wales.	NHS Wales Joint Commissioning Committee	Review the current commissioning arrangements for substance misuse services in Wales, including those that support co-occurring mental health and substance misuse needs. End of year one. To undertake a Health Needs Assessment on substance misuse. End of year one. Develop a standardised commissioning approach. End of year two.	Area Planning Boards Strategic Programme for Mental Health Public Health Wales		

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
VS 3.10. Ensure people who are neurodiverse and have mental health needs receive timely and effective support.	Welsh Government	Consider the co-occurring needs of neurodivergent people who also need support with their mental health as part of the development of the Statutory Neurodivergence Code of Practice.' End of year one. Through the National Neurodivergence Improvement Programme we will ensure service transformation to support access to services for neurodivergent people is aligned with mental health transformation, outlined in vision statement four. End of year two.	Strategic Programme for Mental Health
VS 3.11. Ensure people who have learning disabilities and have mental health needs receive equitable, timely and effective support.	Welsh Government	We will continue to support cross Government working to reduce delays in transfer of care from specialist in-patient services and to develop new models of preventative care, which will include mental health support. End year one. We will ensure that co-occurring needs of people with learning disabilities who also need support with their mental health are considered in the development of new strategic priorities for learning disabilities. End of year two.	

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
VS 3.12. Strengthen the response to the mental health and wellbeing needs of students in Higher Education and Further Education within their educational settings and oversee Medr's work in this area.	Welsh Government	Medr will establish regulatory conditions to support learner and staff welfare, building on existing good practice, and strengthened by a common framework for health, mental health and well-being. End of year two.	Medr
VS 3.13. Ensure people with a cognitive impairment that affects communication and/or memory can access support that is accessible.	Welsh Government	To ensure that the successor to the Dementia Action Plan fully considers how services can be acceptable and what reasonable adjustments to services can be made. This should consider the need for trauma informed practice in dementia care. End of year one.	National Dementia Programme

There are seamless mental health services – person-centred, needs led and guided to the right support first time, without delay

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
Providing a clear focus on action that will support service transformation and quality improvement plans across the whole mental health system.			
VS 4.1. Ensure robust governance arrangements for mental health services in health boards and local authorities and strengthen the profile of mental health in their planning process.	Strategic Programme for Mental Health Welsh Government	Complete governance review of NHS Mental Health services and related partnership arrangements. End of year one. Raise the profile of mental health and mental health transformation within the NHS Planning Process. End of year one. Implement the recommendations from the NHS governance review. End of year three.	NHS Wales Joint Commissioning Committee

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
VS 4.2. Deliver a motivated, engaged and valued, health and social care mental health workforce, with the capacity, competence, and confidence to meet the needs of the people of Wales. This will include increasing the diversity of our workforce and providing the skills and knowledge to deliver culturally sensitive and appropriate support to key groups including, ethnic minorities, LGBTQ+ people, and Welsh speakers.	Health Education and Improvement Wales	Continually review the Strategic Mental Health Workforce Plan with the Strategic Programme for Mental Health and health boards to ensure alignment with needs. Ongoing. Build capacity and capability in workforce planning and improve workforce data quality at a local level. End of year three. Embed new roles, transform the workforce and enhancing multi-disciplinary team working. End of year three. Ensuring the workforce have the skills and capability to deliver care. End of year three. Developing strong effective leadership, compassionate culture, and behaviours. End of year three.	Strategic Programme for Mental Health Service Providers (across health, local authority, voluntary and independent sectors) People with lived experience

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
VS 4.3. Provide a clear plan for digital and data for mental health services that supports the delivery of the	Digital Health and Care Wales	Establish a Data, Digital & Outcomes Group to provide oversight to the system wide work. Established.	Strategic Programme for Mental Health
		Development of digital and data overarching plan and a two-year detailed implementation plan (within first six months). This detailed implementation plan will include:	People with lived experience
strategy.		Mandate a mental health core dataset for services. End of year one.	
		 Put in place and report on clear outcomes and experience measures across all services. End of year three. 	
		• Introduce an electronic patient record across Wales. End of year three.	
VS 4.4. Work with organisations	Welsh Government	Develop a comprehensive national picture of the existing mental health estate. End of year one.	NHS Wales Joint Commissioning Committee
to develop a prioritised capital and estates			Strategic Programme for Mental Health
plan, to ensure the physical environments for all mental health services are fit for purpose and fully accessible.		Ensure there are robust national and local mental health estate plans in place, which are aligned and address both the ongoing operational estate management and strategic estate management issues to enable a prioritised list for investment. End of year two.	NHS Wales Shared Services Partnership
		Develop a suite of documents that set out clearly the requirements for an appropriate environment for each part of the mental health estate. End of year two.	
		Ensure that we maximise opportunities across all capital funding schemes available to ensure wider alignment is recognised and developed, particularly with a focus on developing alternative models of support. End of year three.	

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
VS 4.5. Continue to work with Health Technology Wales and other stakeholders to support the use and implementation of research, technology, and/or models of care relevant to improving the mental health and wellbeing of the people of Wales.	Welsh Government Strategic Programme for Mental Health	Develop a research and evidence network to support the Strategic Programme for Mental Health. End of year one. Work collaboratively to address the significant unmet need for new treatment options for people with mental health conditions and work with Health and Care Research Wales to promote research funding opportunities. End of year three.	NHS Wales Joint Commissioning Committee Health and Care Research Sector People with lived experience
VS 4.6. Ensure there is a clear plan to provide information about mental health services and support and how to access them.	Welsh Government Health Boards	Develop a communications plan that enables information to be provided in a person-centred and accessible way. This will include promotion of the Active Offer for Welsh language and ensuring all information complies with the All-Wales Standard for Accessible Communication and Information for People with Sensory Loss. End of year two. Implement communication plan. End of year three.	Strategic Programme for Mental Health NHS Wales Joint Commissioning Committee Service providers People with lived experience (Linked with VS 3.7.)

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
VS 4.8. Embed co-production into the development and delivery of services, through the implementation of the 'National Guidance of Engagement and Recruitment' developed by the Wales Mental Health & Wellbeing Forum.	Welsh Government Wales Mental Health & Wellbeing Forum	Guidance to be routinely used by the NHS Executive and all service providers. End of year one. Review guidance to further support reward/recognition of people with lived experience involvement. End of year three.	Strategic Programme for Mental Health NHS Wales Joint Commissioning Committee Service providers People with lived experience (Linked to action: O.2.)
VS 4.9. Enable mental health services to better support deaf people.	Welsh Government	Consider findings from the recent review of mental health services for deaf people ³ and develop an implementation plan to align with the central approach to improve support for people with sensory loss across all health services. End of year one.	Strategic Programme for Mental Health NHS Wales Joint Commissioning Committee Royal College of Psychiatrists
VS 4.10. Develop a new approach to delivering early intervention care, with a view to introducing same day open access psychological care based on single session approaches accessible across Wales at the point of need.	Strategic Programme for Mental Health	Undertake engagement to inform the development of an approach to same day open access. End of year one. Design and publish a plan for implementation. End of year one. Considering the findings of the engagement, roll out a phased approach to implementation of same day access. Phased approach should include evaluation of initial roll out. Years two and three.	Health Education and Improvement Wales Service providers People with lived experience (Linked to action: VS 4.7.)

Action	Who is leading the work	What will we do and by when	Key stakeholders (interdependent actions)
VS 4.11. Develop a consistent offer of GP/cluster provided mental health support and clear	Strategic Programme for Mental Health Strategic Programme for Primary Care	Work with clusters to ensure a consistent offer and clear pathway is in place, including publicly accessible web portal to enable access to information, self-help material and to enable self-referral into services. End of year two.	Welsh Government
pathways into community mental health services.		Outline further action required to support the learning and development of primary care colleagues in considering the mental health and wellbeing needs across our populations, including people who are neurodivergent, people with a learning disability, people living with dementia and people with a substance misuse issue. End of year two.	
VS 4.12. Build on our front-line remote assessment, intervention, and support services (such as MH111#2 and CALL) to ensure they join up with other parts of the mental health, substance misuse, neurodivergence and physical health	Welsh Government Strategic Programme for Mental Health NHS Wales Joint Commissioning Committee	Review all existing front doors to the mental health system and ensure that there is a clear single route to advice and support for people in crisis. End of year one. Review pathway to ensure that they are fit for purpose across our population. Including for people who are deaf; Black, Asian and Minority Ethnic People; LGBTQ+ people; and other under-served communities. End of year two.	People with lived experience Service Providers
		Explore options for synergies and efficiencies between existing services and redesign/recommission services as required. End of year two.	
systems.		Consistent offer and clear pathway in place. End of year three.	