



The Westminster Mental Health Media Group

- A small working group of mental health professionals is brought together from a range of disciplines and organisations functioning in Westminster, close to ground level. Alternatively a similar group presently operating could perform this function – called the Stakeholders group. There is meaningful input from service users. The group is recognised by the Westminster LIT.
- The purpose of the group is to improve the way mental health issues are addressed in the local media. In doing so it hopes also to help local mental health professionals value themselves and their work.
- The group aims to furnish the local press with “Good News” stories on a regular basis, one new story every three months. Suggestions from outside the group are also accepted. Where relevant, the group approaches Press Officers for assistance and advice.
- The group aims to secure good personal ongoing contacts with journalists from Westminster’s local newspapers, so that mutual learning takes place.
- The group invites input and advice from various relevant individuals, organisations and initiatives, that might inform its work and add to its expertise - such as MIND, Mental Health Media, Dianna Rose, interested journalists, etc.
- The group builds up its own archive of relevant material, for reference and background.
- The group explores other avenues and possible strategies for improving the public image of local mental services and educating the public in the reality of mental health issues - such as service Open Days ; school visits etc.
- The group reports to the LIT in the first instance ; but will also refer to a range of local forums to keep them informed of its activities - such as the Stocktake planning group (and its newsletter), user groups, etc

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