

Public Mental Health Learning Community Workshop

Welcome, and thank you for joining today's event!

Our speakers today include:



Dr Megan Watkins
Head of Public Mental
Health Implementation
Centre (PMHIC)



Alfie Slade
Government Affairs Lead
Obesity Health Alliance
(OHA)



Jason Grant-Rowles
NIHR Maudsley Biomedical
Research Centre PhD Student
King's College London



Lucy Gallagher
Patient and Public Involvement
and Engagement Advisor
King's College London

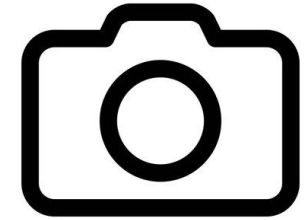
Housekeeping points before we get started



Recording the session



If not speaking, please mute

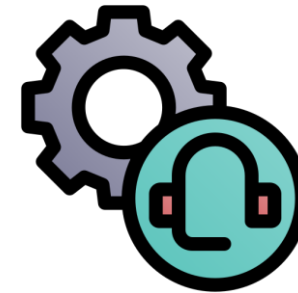


Camera on please,
if comfortable to



Please ask Questions

- Raise your hand
- Use the chat function



Tech issues, please contact
public.MH@rcpsych.ac.uk

Shared principles



Listen with respect and openness

We seek to value learning from different people and stay open to new ways of doing things.



Confidentiality

People may share something they wish to be kept confidential. We require everyone's agreement not to share anyone's information without their permission.



Collaborate

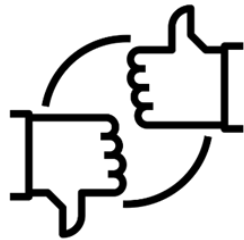
We seek to make decisions by consensus. Everyone's input is **equally** valued.

Shared principles



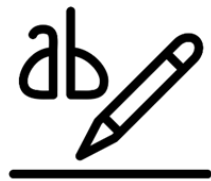
Contribute

We seek to share ideas, ask questions and contribute to discussions. We can also choose not participate at any stage.



Disagree with the point - not the person

We seek to resolve conflicts and tensions.



Use plain language

We seek first to understand, then to be understood. If possible, avoid using jargon and explain acronyms if they must be used.

Today's agenda

Time	Speaker	Affiliation	Topic
10:00-10:10	Dr Megan Watkins	Head of Public Mental Health Implementation Centre (PMHIC)	Welcome and introductions
10:10-10:30	Alfie Slade	Government Affairs Lead Obesity Health Alliance (OHA)	Obesity: exploring policy and political landscape – title to be confirmed Followed by Q&A
10:30-10:35	Break (5min)		
10:35-10:55	Jason Grant-Rowles Lucy Gallagher	NIHR Maudsley Biomedical Research Centre PhD Student King's College London Patient and Public Involvement and Engagement Advisor King's College London Research Support Service (KCL RSS) Hub	Patient and Public Involvement within the Mental Health Implementation Network Followed by Q&A
10:55-11:00	Dr Megan Watkins		Thank you and closing remarks

Obesity: Exploring Policy and Political Landscape

Alfred Slade

Government Affairs Lead | Obesity Health Alliance (OHA)



Obesity Policy & Political Landscape in 2025/2026

Alfie Slade

15th October 2025

About the OHA

- c.70 members (health charities, royal colleges & lived experience/patient advocacy/campaign groups)
- Campaigns for population-level measures to reduce the UK's very high prevalence of excess weight
- Led by CRUK, Sustain, BHF, DUK, RCP, Nesta, BMA and FPH.
- Exist to develop consensus positions across the public health third sector to maximise advocacy impact
- Direct engagement with parliamentary, civil service, health system and third sector policymakers



Past/Existing Campaigns

- The Soft Drinks Industry Levy
- HFSS Food & Drink Advertising on TV/Online
- Promotion & Placement in Supermarkets
- Planning/Hot Food Takeaways
- Further Fiscal Measures



A 30 Year Recap

- 14 strategies, 689 UK Government obesity policies since 1992
- Most policies never implemented due to political caution and industry opposition
- Those that were overwhelmingly focused on education, "individual responsibility" and behaviour change without addressing structural factors
- Success of the Soft Drinks Industry Levy
- Two thirds of adults, and two in five Year 6 children, living with excess weight



TfL Regulations

- December 2018 - the Mayor of London, Sadiq Khan published the London Food Strategy
- The policy covers all advertisements across TfL's network that directly or indirectly promote high fat, salt and/or sugar (HFSS) products.
- It also includes advertisements for food and drink companies, restaurants, takeaways and delivery services.
- The Department of Health and Social Care's Nutrient Profiling Model determines which products can be advertised.
- Companies can apply for an exception for their HFSS products. Applications are reviewed by an exceptions panel, considering factors like whether a healthier alternative is available, children's consumption of the product; and if the presentation of the product appeals to children. TfL reviews and determines whether to grant exceptions based on precedents set by the exceptions panel



TfL Regulations - Impact

GRAB A MUG OF
CHOCOLATEY
CREAMINESS



**Café
Gentoo**

**Las Vegas
BURGERS**

Introducing the real
American beef patty



with double cheese

**3 for 2
while
stocks
last**




PRICE BUSTERS
saving you cash

go wild
for our
flavours



WRAP YOUR HANDS
AROUND OUR
ROASTED BEANS



**Café
Gentoo**


**Las Vegas
BURGERS**

Introducing
the legendary
beef burger



with hot sauce

**3 for 2
on all
boxes of
berries**



PRICE BUSTERS
saving you cash

go wild
for our new
sugar-free
flavours



TfL Regulations - Impact

- LSHTM research has found that the TfL regulations prevented over 100,000 cases of obesity between 2019 and 2022
 - 94,867 fewer cases of obesity than expected (4.8% decrease), 2,857 fewer cases of diabetes, and 1,915 fewer cases of cardiovascular disease.
- Generated NHS savings of over £200 million over the lifetime of the impacted population
- Figures based on estimated change in consumption relative to pre-regulation consumption, and modelled reductions in excess weight and associated health harms

LONDON
SCHOOL *of*
HYGIENE
& TROPICAL
MEDICINE



2020 Obesity Strategy & TV/Online Advertising

- Led by Boris Johnson in response to Covid
- Focussed on marketing of food and drink high in fat, salt and sugar (HFSS)
- 9pm advertising watershed on TV and total ban online

Policy paper

Tackling obesity: government strategy

Sets out the actions the government will take to tackle obesity and help adults and children to live healthier lives.

Industry Lobbying – Deny

- Cast doubt on evidence
- Create alternative explanations
- Claim regressivity and negative economic impact

A couple of things were very clear when it first came up. The first was that it is not really expected that this will make much calorific difference to children because, of course, children are not really watching linear television. The estimates were it would be three calories a day difference—one M&M if I remember correctly.

Sue Eustace, director of public affairs at the AA, is “bitterly disappointed” by the government’s decision. “The measures against advertising are misguided, unfounded and will be totally ineffective in the fight against obesity.”

Meanwhile, the online ban is “blunt and totally disproportionate” and would harm food and drink businesses large and small, she said.

“These new measures would be wrong even in the most favourable economic circumstances, but to impose them during the current climate is an affront to hard-working business owners.”

Eustace argued that a well-funded TV ecosystem will be better placed to combat obesity with campaigns like ‘Eat Them To Defeat Them’ - a campaign created to get children tackling their disliking for vegetables.

“Advertisers agree that Britain has an obesity problem and that action must be taken,” said Phil Smith, the director general of ISBA, the body that represents UK advertisers. “[But] there is no evidence that what ministers are proposing will have any meaningful impact on children’s health. It seems that government has plumped for headlines over meaningful reform.”

Christopher Williams **Banning junk food ads on TV won’t solve the child obesity crisis – and will cost broadcasters £200m**

Industry Lobbying – Dilute

- Call for exemptions
- Create loopholes
- Cast doubt on enforceability, economic impact & “unintended consequences”

LORD MOYLAN

Page 254, line 34, after “State” insert “which may not include products containing more than 20% of their calorific value by way of protein and not more than 5 grams of sugar per 100 grams in their composition”

LORD MOYLAN
LORD VAIZEY OF DIDCOT
LORD CLEMENT-JONES
LORD BLACK OF BRENTWOOD

Page 234, line 31, at end insert—

“(2A) A brand may continue to advertise, or provide sponsorship, if the advertisement or expression of sponsorship does not include an identifiable less healthy food and drink product.”

line 26, at end insert—

- “(8) The Secretary of State must, by or on the implementation date, consult such persons as the Secretary of State deems appropriate and publish criteria by which the effectiveness of the restrictions contained in this section will be measured at the time of a review to be conducted by the Secretary of State five years after the implementation of the restrictions.
- (9) If the criteria so published are not met, this section expires at the end of the period of six months after the review.”

LORD VAIZEY OF DIDCOT
LORD CLEMENT-JONES
LORD GRADE OF YARMOUTH

Page 239, leave out line 24 and insert “person marketing, selling or arranging advertisements published on the internet;”

LORD VAIZEY OF DIDCOT
LORD MOYLAN
LORD BLACK OF BRENTWOOD
LORD NASEBY

Page 129, line 10, leave out “on 1 January 2023” and insert “no earlier than one year following the publication of final guidance by OFCOM or other appropriate regulatory authority”

Page 235, line 5, at end insert “which may not include products containing more than 50% fruit, nuts and seeds in their composition, nor chocolate confectionery in portion sizes smaller than 200 kcal, as set out in Public Health England guidelines,”

LORD VAIZEY OF DIDCOT
LORD CLEMENT-JONES
LORD GRADE OF YARMOUTH
BARONESS BUSCOMBE

Page 234, line 22, after “pm” insert “on Saturdays and Sundays”

Industry Lobbying – Delay

- Demand long implementation timelines
- Exploit crises
- Legal challenges

UK delays ban on supermarket junk food deals and pre-watershed ads

PM accused of 'playing politics' with children's health after measures postponed due to cost of living crisis

Delays to Regulations & Response

- May 2022 – Health & Care Act becomes law
- June 2022 – Johnson Government announces delay to planned policies
- September 2022 – Truss Government attempts to repeal existing policies
- December 2022 – Sunak Government confirms delay to planned policies to Oct 2025

- 8 out of 10 UK adults support the Government banning advertising of unhealthy food on TV (79%) and online (81%) to kids
- 68% of UK adults would support an industry levy being extended beyond soft drinks if the money supported children's food and health initiatives
- The Obesity Health Alliance urges the new Prime Minister to prioritise child health

Junk food marketing restrictions: so near and yet so far

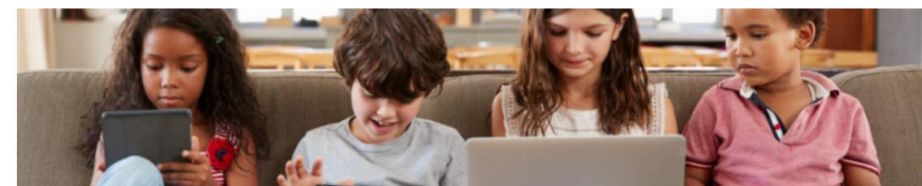


by **Malcolm Clark** | Opinion
15 December 2022

1 comment

An 'Attack on Health': Alliance Responds to Delay of Advertising Restrictions to 2025

Dec 9, 2022



Health groups accuse UK government of bowing to industry pressure amid junk food ad ban delay

Eight out of 10 adults support ban on advertising junk food to children

The Obesity Health Alliance says there is "serious risk of illnesses" linked to obesity and says it is "deeply concerned". It is calling for bold action by the government to change the way unhealthy foods are advertised within the community, TV and online.

Sunak faces backlash over delay to junk food pre-watershed ads ban

Scrapping of adverts for foods high in fat, salt and sugar before 9pm will not now take effect until 2025



Advertising ban was linked to lower purchases of unhealthy food and drink

News: UK Mayors Pledge to Stop Junk Food Advertising

Sep 25, 2024



Protecting children from exposure to junk food by supporting local authorities to restrict outdoor advertising and restricting TV advertising to post-watershed.

We face a childhood obesity crisis. So, Labour is committed to banning advertising junk food to children along with the sale of high-caffeine energy drinks to under-16s.

We will bring forward our landmark **Tobacco and Vapes Bill** in our first King's Speech. We will continue to tackle childhood and adult obesity and will legislate to restrict the advertising of products high in fat, salt and sugar. We will

Lobbying & Manifestos: What Worked?

- May 2022 – Health & Care Act becomes law
- June 2022 – Johnson Government announces delay to planned policies
- September 2022 – Truss Government attempts to repeal existing policies
- December 2022 – Sunak Government confirms delay to planned policies to Oct 2025

Ban on junk food TV adverts before 9pm to come in next year

Junk food ad ban legislation progresses to curb childhood obesity

Junk food ads to be banned from October 2025 with final details unveiled today.

Government delays less healthy ad ban to formally exempt brand advertising

Formal laws banning online and pre-watershed junk food advertising will now not come into force until 2026, however, advertisers and broadcasters have voluntarily agreed to comply with the new rules from October.



Questions from the audience

Time for a comfort break

See you all shortly



Patient and Public Involvement within the Mental Health Implementation Network

Jason Grant-Rowles

NIHR Maudsley Biomedical Research Centre PhD Student | King's College London

Lucy Gallagher

Patient and Public Involvement and Engagement Advisor | King's College London Research Support Service (KCL RSS) Hub

Patient and Public Involvement + within the Mental Health Implementation Network

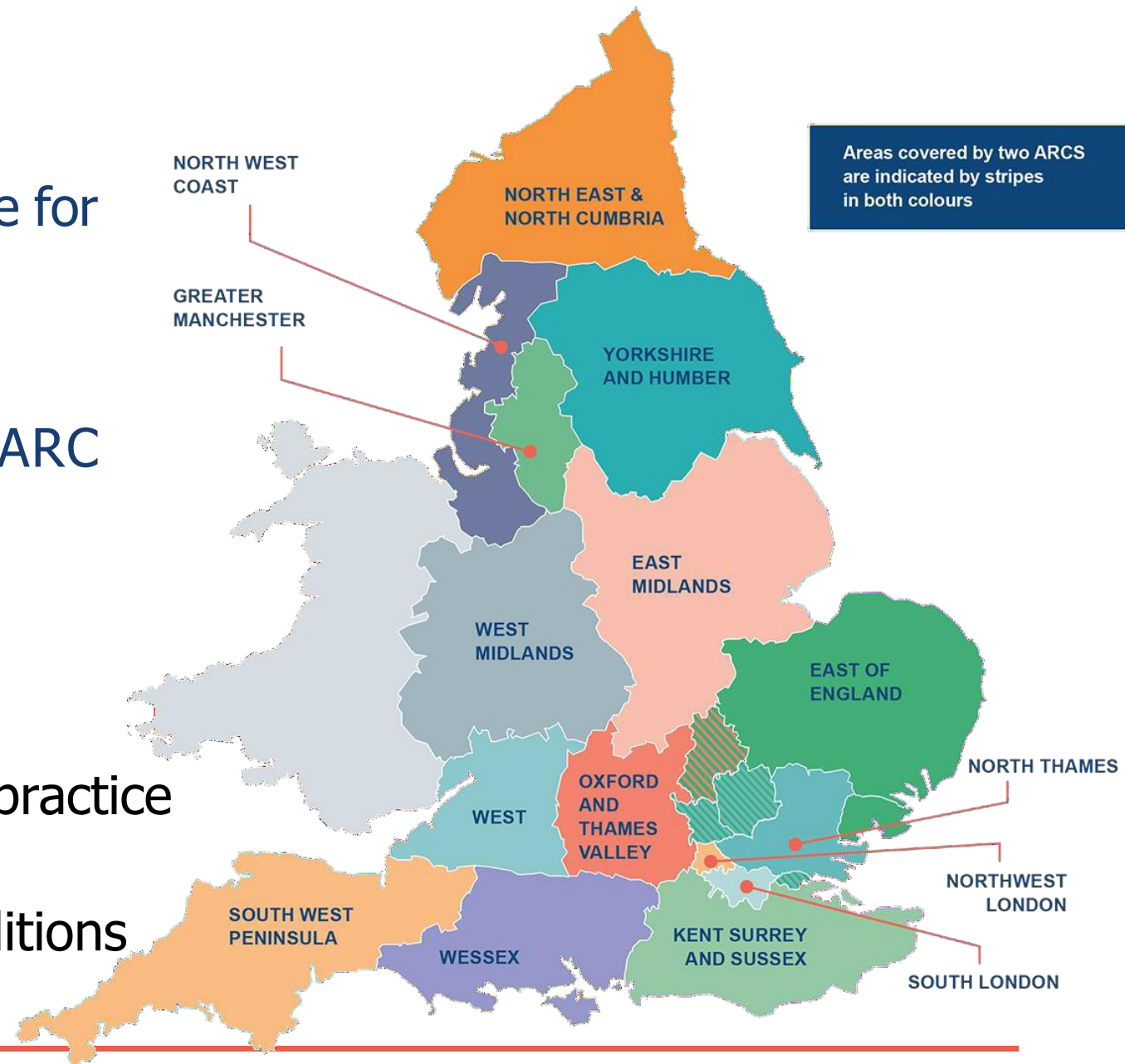


Jason Grant-Rowles & Lucy Gallagher



What was the MHIN?

- Commissioned by the National Institute for Health and Care Research
- Jointly led by the Applied Research Collaboration (ARC) South London and ARC East of England
- Problems addressed:
 - Care gap in mental health
 - Slow translation from evidence to practice
 - Uneven implementation
 - Underserved populations and conditions

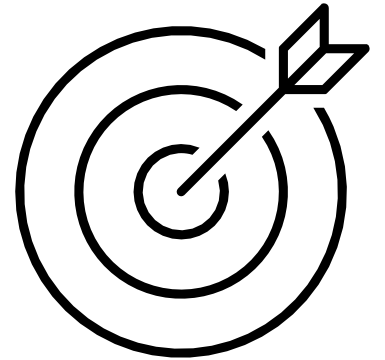


MHIN Aim:

- To **catalyse and evaluate** the implementation of high impact, evidence-based mental health interventions **regionally** or **nationally** within 3 years

MHIN Objectives:

- To convene a **multidisciplinary consortium** of key stakeholders
- To identify and **prioritise mental health service areas** that require improvement
- To identify **evidence-based solutions** and agree **implementation methods**
- To conduct a two-tier **evaluation** of the implementation activities as well as MHIN as a priority network programme



Topic areas



- Improving access to mental health services for minority ethnic communities (Project 1)
- Improving children and young people's mental health using parent led cognitive behavioural therapy (CBT) (Project 2)
- Integrated protocols for substance use, mental health, and physical health problems (Project 3)

The MHIN PPI Workstream

Our role in the MHIN:

- To ensure PPI was a part of the central governance and
- To provide support to our partners on embedding lived experience in their implementation journeys

- Involvement and Inclusion Guidance document
 - Structures of Involvement
 - Meaningful involvement checklist
 - Snakes and Ladders of Involvement



SNAKES & LADDERS OF INVOLVEMENT

Does anyone in your research project or programme have lived experience (LE) of the topic being studied?

No Yes

Our research participants have LE
We consult people with LE (e.g. advisory group)
We collaborate with people with LE (e.g. peer research)
Our research is led by people with LE

At which stages are people with LE involved?

1 to 3 times throughout the research
At key stages of the research
Throughout, from design to dissemination

Were their suggestions incorporated?
Were their suggestions incorporated?
Were their suggestions incorporated?

No/barely Yes, to an extent Yes, fully
No/barely Yes, to an extent Yes, fully
No/barely Yes, to an extent Yes, fully

Not involvement
Some way towards involvement
Good involvement
Meaningful involvement
Survivor research / user-led research

MENTAL HEALTH IMPLEMENTATION NETWORK'S PUBLIC & PATIENT INVOLVEMENT - A CELEBRATION

MHIN PPI Celebration Event
February 2025 at The Circle, Sheffield

JASON
Woohoo!
THE PPI TEAM HAVE BEEN EXCELLENT!
AMY
Welcome!
THANK YOU for your leadership!
Jason & the team
START WITH FUNDING
Who is involved, where & how?
Who gets to make the decisions? Who vetas?
What does it mean to you?

BEYOND TICKING BOXES
It felt a bit tokenistic at first
Moving to embed the voice of lived experience across services for influence & IMPACT
What do you think of the words & images in this flier?
DO WE REALLY NEED A PPI GROUP?!

AN EQUAL VOICE
BUILT IN TO ALL BUDGETS
FROM THE START!
Always learning from the communities you serve

CO-PRODUCTION
Simple Words / Jargon Buzzer
Shukran WELCOMING
ANTI-RACIST from the GROUND UP
DIGITAL
SPOKEN languages
cultural awareness
feedback mechanisms
lightening reports

THE ADVISORY BOARD DEVELOPED OVER TIME FROM DOMINANT VIEWS, TO A STRONGER VOICE & INFLUENCE FOR PPI
PROMOTING A MORE HOLISTIC VIEW & APPROACH
Real lives can be messy
DEVELOPING A FRAMEWORK THAT IMPROVES ACCESS & OUTCOMES FOR RACIALISED COMMUNITIES

POWER
Who is being empowered through this?
How is privilege working in this context?
Thinking about people's whole lives rather than oversimplifying & failing to provide support

HUMAN CONNECTION
Building trust
Our group has years of experience! Working with Black-led organisations & other VCSEs

INCLUSION CANNOT BE RUSHED!
You just take our ideas & stories & disappear!
Taking care with people & their organisations
ORGANIC OVER MANDATORY
A PARTNER

CHECKLIST:
 UPSKILLING
 CONFIDENCE BUILDING
 RESEARCH METHODS & LEADERSHIP
 EVALUATION

Other text:
I'm hungry mum
I should be one of your researchers!
I CARE HOME
If you hadn't come out to us, we would not have participated

Artwork: Dr Penelope Mendonça

LIVED EXPERIENCE RESEARCH NEEDS: A PIPELINE

- a career trajectory
- from consultation to collaboration
- to user-led & user-controlled

TRAINING
The grounding to influence design & process

SUPPORT
Structures & systems that understand personal (& financial) needs.

THESE STORIES & PERSPECTIVES ARE HAVING A NEGATIVE IMPACT ON ME

Being a carer can be exhausting

I wonder when my expenses will be paid?

This is getting difficult for me

I wonder when I am due another pay rise!

Research can make you feel Raw

for patient & public involvement researchers

WHAT DOES THIS MEAN?

A Research Handbook

DR. ANDREW GRUNDY

Moving towards shared dialogue & mutual challenge supported by leadership & infrastructure

MHIN PPI Celebration
Event February 2025
at The Circle, Sheffield

EFFECTIVE COMMUNICATION

flexible, active communication

Recognise our work

Time, resource, & time funding for this is essential

Check-ins & check-outs

TRUST

Simon

SHARING YOUR STORY

Donna

Think about how we are valuing PPI

I feel better, had a great service

Showing evidence of impact

Experts by experience is expertise

Don't just leave it to the PPI lead, or one PPI group

The added value of being face2face

FUTURE DIRECTIONS

We should be creating a culture of kindness

IN STRATEGY

IN FUNDING

Promoting importance of lived experience

OPENING RESEARCH UP TO PEOPLE WHO HAVE LIVED THE TOPIC IS EVERYONE'S BUSINESS!

COMMUNICATE THAT YOU CARE, THAT THIS MATTERS

@penmendonca

Artwork: Dr Penelope Mendonça



Questions from the audience



Upcoming Events

➤ **Learning Set (virtual)**

Wednesday 19 November 2025, 10.00-12.00

New schedule of events for 2026 now available on our webpages

If you would like to share your experiences of public mental health practice, including challenges and best practice at one of our future events, please email us at public.mh@rcpsych.ac.uk

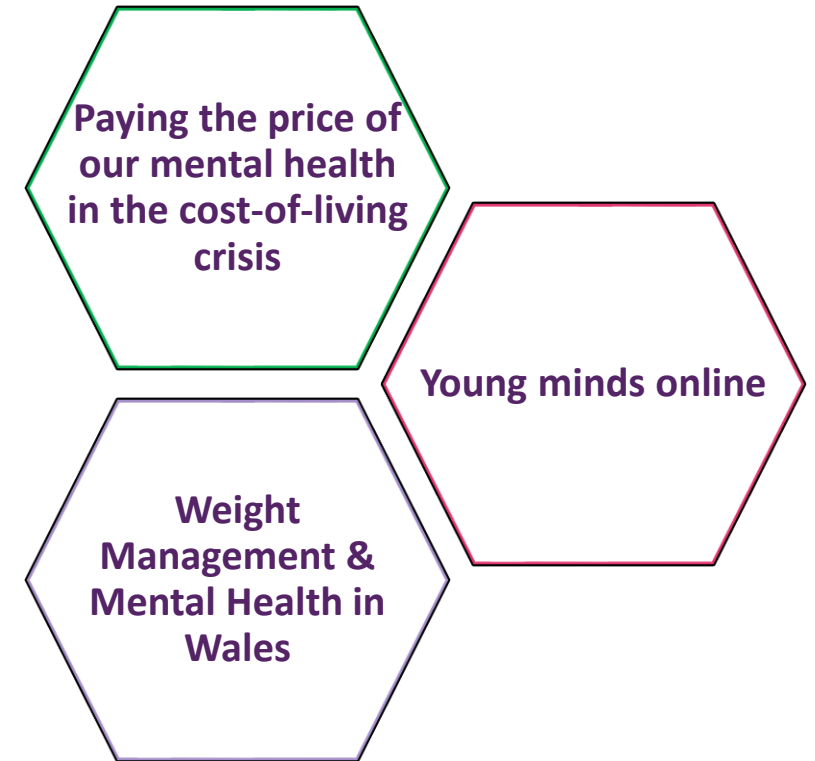


PMHIC Blog Series: Perspectives on public mental health

Aims to highlight the voices of public health experts, promote public mental health as an intrinsic part of psychiatry, and support College members and the wider public

Authors/Co-authors are invited to write blog posts that address current and relevant topics in public mental health

Format – co-produced and including a call to action that encourages reader engagement



How did you find today's event?

We value your feedback as this helps us to continue to improve these events and ensure topics covered are meaningful and relevant to you and your work



Thank you and closing remarks

Dr Megan Watkins

Head of PMHIC