

Happy Soul Festival

# History

- Low Level engagement with BME communities
- Distrust and lack of belief of mental health services
- Difficult subject considered taboo
- Cinema well known popular obsession with many sub-continent Asian communities
- Idea evolved from BME staff Outreach Group
- 2007 initial pilot project targeted various South Asian communities

# Aims & Objectives

- Build awareness of mental health issues amongst BME communities with a view to “capacity building” within these communities
- Attract perceived “Hard to reach” BME communities Using film and Arts which relate to their culture and experience of mental health issues
- Create a publicity corollary which will help generate an even broader debate and awareness around mental well-being
- develop a long term strategy to roll-out Happy Soul nationwide

# Challenges

- Large Trust extending across 5 south west London
- diverse ways of working on each site
- Lack of co-ordinated information of BME organisation across the 5 boroughs
- Apprehensive BME community cautious about any attempt at community engagement

# Outcomes

- Joint Partnership (non statutory and statutory) working across 5 boroughs
- Pioneering work with BME young people
- Long term strategy of engagement with Faith communities established
- explicit funding identified by PCT for BME organisations to fund projects within there community