

Health and Wellbeing Strategy Action Plan 2017-18

The health and wellbeing strategy sets the strategic direction of the local Health and Wellbeing Board.

This plan demonstrates the actions which are being delivered to contribute towards each of the five strategy aims for the years 2017 and 2018.

Aim 1	All children get the best start in life
Aim 2	Children and young people achieve their potential and have a healthy adolescence and early adulthood
Aim 3	All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life
Aim 4	Healthy life expectancy is improved for all Rotherham people and the gap in life expectancy is reducing
Aim 5	Rotherham has healthy, safe and sustainable communities and places

RAG rating

GREEN	Complete
AMBER	On track
RED	Not likely to be completed on time/issues or concerns
BLUE	Not yet started

Aim 1: All children get the best start in life

Board sponsor: Ian Thomas, RMBC
Lead Officer: Karla Capstick, RMBC

Health and wellbeing objective	Action/s	Lead/s	Timescale	Progress to date	RAG
1. Improve emotional health and wellbeing for children and young people 2. Improve health outcomes for children and young people through integrated commissioning and service delivery	Refresh and re-establish a 'Best Start Partnership' to include representatives from Health, Early Help, Early Years, Public Health, CCG, Child Development Centre, Disability Services, Education and the Voluntary Sector	Karla Capstick, CYPS	Jan-17	Workshop took place January 2017 which identified all the key stakeholders/partners and nominated leads from each to form the partnership. Discussions began around shared understanding of 'best start' and how the group could address the 3 objectives in the strategy.	G
	Best Start Partnership to meet for the first time officially in May 2017	Karla Capstick, CYPS	May-17		A
	Best Start Partnership to agree appropriate methodology and then consult with Rotherham parents, children and young people to develop a shared understanding of ... What is 'a best start in life'? What do we mean by 'happier'? What is 'emotional health'? What does 'school readiness' look like?	Karla Capstick / BS Partnership (with advice from Emma Hollingworth, Comms.)	May-17		A
	Use and develop the good practice developed by Education and Skills for schools on definition of 'school readiness'	Jane Moore, CYPS	May-17		A
	Launch consultation period June - August 2017 and publish findings.	Karla Capstick, BS Partnership	Sep-17		A
3. Ensure children and young people are healthier and happier	Reduce the number of parents (and significant others) smoking during pregnancy and immediately after birth by having a quit smoking support offer in each children's centre across the borough, to include:	Sue Smith, Public Health (PH) / Emma Royle, CCG	TBC	Pathway development underway.	A
	a. Working with midwifery and Yorkshire Smoke Free to ensure appropriate pathways are developed and a voucher scheme put in place.				
	b. Training nominated staff from each children's centre (and health practitioners) to offer quit smoking support in the community.	Ann Berridge / Sue Smith, PH	May-17	Training being delivered April/May 2017	A
	c. Offering additional opportunity to pregnant women and their significant others to attempt to quit smoking for those who 'opt-out' of the midwifery pathway or who lapse at any point.	Karla Capstick, CYPS	TBC	Will commence once training is complete.	A
	Work across the partnership and with national children's sleep charity to bid for additional funding from the early Years Social Action Fund - to develop a pool of volunteers to support improved sleep and therefore improved emotional and mental health for parents and children.	Vicky Dawson / Karla Capstick, CYPS	TBC	Pending funding	B

Aim 2: Children and young people achieve their potential and have a healthy adolescence and early adulthood

Board sponsor: Ian Thomas, RMBC

Lead Officer: Shafiq Hussain, VAR & Teresa Brocklehurst, CYPF Consortium

Health and wellbeing objective	Action/s	Lead/s	Timescale	Progress to date	RAG
1. Reduce the number of young people at risk of child sexual exploitation	HWbB to support the delivery of the CSE sub-group (of the Local Safeguarding Children Board) plan.	Chair of the CSE sub-group (currently Gary Ridgeway until mid-summer 17)	Mar-18		A
2. Reduce the number of young people experiencing neglect	To improve workforce understanding of the key characteristics of neglect in Rotherham. To provide staff with the tools and skills to intervene effectively, so that less children are placed on CP plans due to neglect	Mel Meggs, Safeguarding Board	Sep-17	Commencing September 2017	B
	To improve our understanding of the characteristics of neglect in Rotherham by completing a multi-agency 'deep dive' into a sample of cases	Mel Meggs, Safeguarding Board			
	To improve our understanding of what works to reduce neglect by testing different interventions such as: - Troubled families - Multi-systemic therapy (can train workforce to deliver interventions)	Mel Meggs, Safeguarding Board			
	To improve joint working between adult / children's workforce. Addressing the 'toxic trio': drugs/alcohol, mental health and domestic abuse.	Mel Meggs, Safeguarding Board			
3. Reduce the number of young people who are overweight and obese	Review of current children's weight management pathway to streamline it and target those children that need help the most. This will be linked in with public health nurses and children's centres/early help, regarding healthy eating and weaning messages using evidence based programmes such as HENRY (health, exercise and nutrition for the really young). This will be ongoing work with the 0-19 service and early help.	Jacqui Wiltschinsky, Public Health	May-17	Following a review of obesity services, consultation on the redesign of the children's obesity pathway is underway with service providers, linking with CCG commissioner. Also look at whether the pathway can incorporate the NCMP in light of the new 0-19 commissioned service.	A
4. Reduce the risk of self-harm and suicide among young people	Continue to implement the Rotherham Suicide Prevention and Self Harm Action Plan 2016- 2018. The HWbB receives annual updates with the next update due in July 2017. The Rotherham Suicide Prevention and Self Harm Group have been working with young people in Rotherham to develop a mental health campaign which will be launched in the summer. Also included under aim 3.	Jo Abbott/ Ruth Fletcher-Brown, Public Health	Mar-18	100 frontline staff attended the Safe Talk suicide prevention course in March 2017. This training targeted people who worked with/cared for young people.	A
5. Increase the number of young people in education, employment or training 6. Reduce risky health behaviours in young people <i>(these objectives were considered as a theme around raising self-esteem)</i>	All HWb partners to commit to increasing numbers of apprenticeships in their organisations which are available to young people in Rotherham, including care leavers.	Ian Walker, RMBC	Mar-18	HWb partners to consider this action at its May meeting.	B
	Different but Equal' Board (young people's sub group of the Voice and Influence partnership) to plan an event for young people, which will look at being proud of Rotherham/becoming a child friendly borough/heritage bid, and can also include informaton about the strategy's objectives (i.e. risky health behaviour, self-harm, CSE)	Teresa Brocklehurst, CYPF Consortium	Jul-17	The Different but Equal Board (DbEB) meeting regularly to plan the 27/7 young people (YP) event. DbEB acts as a support mechanism for YP & a conduit for consulting & involving a representative group of YP on a range of initiatives.	A
	Produce set of recommendations following the Different but Equal Board's event in July - to address the strategy's objectives.	Teresa Brocklehurst, CYPF Consortium	Sep-17		B

Aim 3: All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life

Board sponsor: Kathryn Singh, RDaSH

Lead Officer: Ian Atkinson, CCG

Health and wellbeing objective	Action/s	Lead/s	Timescale	Progress to date	RAG
1. Improve support for people with enduring mental health needs, including dementia, to help them live healthier lives	To increase levels of dementia diagnosis within the community setting by introducing primary care diagnosis in every GP practice.	Ian Atkinson, Rotherham CCG	Mar-18	Diagnosis taking place in 21 of 31 practices	A
	Delivery of national targets for Improving Access to Psychological Therapies (IAPT)	Ian Atkinson, Rotherham CCG	Mar-18	6 waiting week and 18 waiting week targets currently being achieved (April 2017)	A
	Delivery of national diagnosis and treatment targets for patients experiencing psychosis (Early intervention Psychosis)	Ian Atkinson, Rotherham CCG	Mar-18		A
	Implementation of the CAMHS Transformational Plan by 2019.	Ian Atkinson, Rotherham CCG	3-year plan (2017/18 year 2)	CAMHS action plan on track at q4 16-17	A
2. Reduce the occurrence of common mental health problems	Roll out Making Every Contact Count model (see aim 4)	Giles Radcliffe, Public Health	See Aim 4 detail	See Aim 4 detail	A
	Continue to deliver the Rotherham Suicide Prevention and Self Harm Strategy. The HWbB receives annual updates with the next update due in July 2017.	Jo Abbott / Ruth Fletcher-Brown, Public Health	Mar-18	Strategy presented to board June16, progress report due July 17. Young people's mental health campaign (May 2017), Safe Talk suicide prevention training (100 frontline workers), Samaritans pilot	A
	Development of 'Better Mental Health for All'; Rotherham's strategy for promoting mental health and wellbeing.	Ruth Fletcher-Brown, Public Health	Sep-17	Strategy presented to HWbB Jan 17 Action plan now in development.	G
3. Reduce social isolation	Continue to roll out Rotherham Social Prescribing for Mental Health - aim to discharge from mainstream services, support individuals in their community and reduce social isolation.	Ruth Nutbrown, RCCG / Janet Wheatley, VAR	March 18 review	Positive evaluation of social prescribing	G

Aim 4: Healthy life expectancy is improved for all Rotherham people and the gap in life expectancy is reducing

Board sponsor: Dr Richard Cullen, CCG
Lead Officer: Giles Ratcliffe, RMBC Public Health

Health and wellbeing objective	Action/s	Lead/s	Timescale	Progress to date	RAG	
1. Reduce the number of early deaths from cardiovascular disease and cancer	Roll out Making Every Contact Count (MECC) model in Rotherham, including: - Develop online training tool	Giles Ratcliffe, Public Health (PH)	Oct 17	Researched training tools from neighbouring authorities and investigating training platform options with IT.	A	
	- Establish steering group with key stakeholders inc. CCG, GPs, RMBC, voluntary and community sector		Jan 17	'Virtual' steering group of external partners established January 2017. A further RMBC internal group established May 2017.		
	- Develop 'train the trainer' resources and begin roll-out of training		Jul 17	Resources in development and internal champions being identified through May.		
	2. Improve support for people with long term health and disability needs to live healthier lives	Ensure all statutory and provider organisations are prioritising workplace health and wellbeing and aiming for the Workplace Wellbeing Charter by Jan 18	Jacqui Wiltschinsky, PH	Jan-18	RMBC aiming for December 2017. Rotherham Foundation Trust currently working towards the charter. Further work to engage provider organisations.	A
	3. Increase the opportunities for participation in physical activity	Incorporate MECC tools and approach into Workplace Charter	Jacqui Wiltschinsky, PH	Jan 18 onwards	This will follow roll-out of MECC training and resources in July 2017	A
	4. Reduce levels of alcohol-related harm	Develop a network of care 'navigators' within priority communities of Rotherham, including the training and upskilling of relevant staff (action included in the 5yr Forward View).	Richard Cullen, CCG	TBC		B
	5. Reduce levels of tobacco use	Review the existing health trainer offer to ensure increased prioritisation of health behaviour change across the borough, and alignment, where possible, with the neighbourhood working model for Rotherham (currently being developed). (health trainers will become part of the wellness service to be commissioned from April 2018)	Jacqui Wiltschinsky, PH	Apr-18	Further service reorganisation underway to prioritise working in areas of high deprivation. From April 2018, health trainers to be part of Wellness Service, which will have outcomes and KPIs focused on reducing inequalities and prioritising areas of disadvantage.	G
		Undertake equity audit of public health services in relation to identified priority communities	Giles Ratcliffe, PH	Jan-17	Audit and analysis complete - paper being produced for RMBC management and health and wellbeing board	G
		All health and wellbeing (HWb) partner organisations to undertake equity audits of services, ensuring the HWb system is delivering equitable services across the borough.	Each organisation to nominate lead	Mar-18	Findings of PH equity audit to be shared with HWb board by August 2017, with intention to encourage other organisations and RMBC directorates to do the same.	A
		Request the Knowledge Service undertakes a review of the evidence of different measures' effectiveness in addressing health inequalities.	Giles Ratcliffe, PH	Oct-17	Scheduled	A
	Health checks to become part of the Wellness Service which will be commissioned in 2018 in a way that ensures appropriate targeting of health checks to relevant communities.	Anne Charlesworth, PH	Apr-18	Specification in development and on target	A	
	Establish a task and finish group to look at self-care and the appropriate actions needed.	BCF/PH/ASC/CCG	TBC		B	
	Commission the Wellness Service to support self-care amongst communities and help people make behaviour/lifestyle changes.	Anne Charlesworth, PH	Apr-18	On track	A	

Aim 5: Rotherham has healthy, safe and sustainable communities and places

Board sponsor: Rob Odell, SY Police
Lead Officer: Karen Hanson, RMBC

Health and wellbeing objectives	Action/s	Lead/s	Timescale	Progress to date	RAG
1. Develop high quality and well-connected built and green environments 2. Ensure planning decisions consider the impact on health and wellbeing	Planning policies in the Local Plan aim to create sustainable quality development and: - Require the creation of safe, accessible and well-managed places, buildings and public spaces - Protect and enhance the borough's green infrastructure and recreation facilities to help improve the health of Rotherham's population - Protect green infrastructure corridors across the borough and ensure green spaces are provided near to new homes	Bronwen Knight, RMBC	Adoption of the Local Plan spring 2018	New policies to be used to guide development following adoption of Local Plan	A
	Health is a cross-cutting theme in Rotherham's Local Plan, which guides all future development. Planners have also developed "Promoting Healthy Communities" good practice guidance, which provides for health and wellbeing in new development through health impact assessments and consideration of health and wellbeing through the planning application process.				
3. Increase opportunities for people in Rotherham to use outdoor space for improving their health and wellbeing	Pursue initiatives to sustain provision of good quality outdoor space close to where people live, in the context of falling local authority budgets. These may include enabling voluntary/community management of sites (e.g. through asset transfers), generation of additional income to support continued service delivery, and application of Community Infrastructure Levy for green space improvements.	Steve Hallsworth, RMBC	2017-2020	Will be looked at as part of a new cultural strategy and subsequent plans for green spaces/leisure.	B
	Seek opportunities to develop and deliver campaigns and activity programmes aimed at promoting people's use and enjoyment of indoor and outdoor space to improve physical and mental health and wellbeing.	Steve Hallsworth, RMBC	2017-2020	During 16/17 appx 26 new walk leaders trained locally and a number of walking groups are set up: Herringthorpe Thomas Rotherham College Klumberworth Park Tasibee Asians Women's Group Rotherham Cancer Survivors group Love Later Life Run (Age UK) took place in May inc. 55 people from Active for Health Programme. Promoting One You campaign across wider partnership.	A
4 Increase the number of residents who feel safe in their community 5. Reduce crime and anti-social behaviour in the borough	The HWb board to support the delivery of the local Safer Rotherham Partnership (SRP) Plan and its vision to: <i>Work together to make Rotherham safe, to keep Rotherham safe and to ensure the communities of Rotherham feel safe.</i> The HWb board to receive annual update reports on the impact of the SRP Plan.	Rob Odell, SY Police	Ongoing		A
	For the SRP to ensure it continues to align its plans with the HWb strategy; ensuring improving the health and wellbeing of local people is a key focus of priority areas.		Current plan 2016-19	This will be done via the lead for this action being a member of the Health and Wellbeing Board, and ensuring the links are made between the SRP and HWb Strategy.	A