



Rotherham Health and Wellbeing Strategy

Update on Aim 1: All children get the best start in life and go on to achieve their potential

What's working well?

- New weight management service for children and young people.
- Implementation of the Early Help Strategy.
- Smoking in pregnancy pathway is in place.
- Work ongoing to increase the numbers of mothers breastfeeding.
- Enhancing the use of evidence-based programmes to reduce health and wellbeing inequalities.
- Ensuring the effective implementation of the 'Rotherham Family Approach' (Signs of Safety, Restorative Approaches & Social Pedagogy) across the wider Children's workforce.
- Supporting young people to be ready for the world of work through a number of programmes – achieved the combined 2018/19 NEET/Not Known Target: 5.8%.

What are we worried about?

- There are still low levels of Early Help Assessments being completed by Health colleagues.
- Childhood obesity.
- Smoking cessation support to partners of pregnant women.
- Supporting autistic young people in preparing for adulthood.

What needs to happen?

- Further support by Early Help Integrated Working Leads and Early Help Locality Managers could help to improve the levels of Early Help Assessments completed by Health colleagues.
- New weight management service and development of the Healthy Weight for All Plan.
- Smoking cessation sub-group established and action plan developed.

What needs to happen?

- The CYP Partnership & Transformation Board – 21st May
- Provides an opportunity to refresh the Action Plan
- Proposals to refresh the activity that underpins the Strategic Priorities
- Using Outcomes Based Accountability (OBA) methodology
- Turning the Curve exercise to set priorities