

Rotherham Health and Wellbeing Strategy Action Plan:

November 2020-June 2021

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Foreword

The ongoing COVID-19 pandemic has significantly altered the context that we are operating within as a partnership. Not only have our ways of working changed, but so have the daily lives of Rotherham people. We understand that these are unique and difficult times, both for services and for our communities. In this context, the partners of the Health and Wellbeing Board agreed that the time was right to review the board's priorities.

Rotherham's Health and Wellbeing Board is a very successful partnership and I am hugely proud of the way that we have worked together to protect and support local people throughout the pandemic. I would like to take this opportunity to thank all partners for going above and beyond in the response to COVID-19. It has been inspiring to see the tireless work happening across organisations to keep local people healthy, safe and well.

As we look to the future, strong partnership working will remain a vital enabler to everything we do. Many of the longer-term impacts of the pandemic are yet to be known, and it is likely that there are further challenges to come. Building on our excellent strengths as a partnership, we will continue to meet any challenges together, with a focus on delivering the best possible outcomes for Rotherham people.

Councillor David Roche

Chair of the Health and Wellbeing Board and Cabinet Member for Adult Social Care and Health

Introduction and context

The consequences of the COVID-19 pandemic have been far-reaching. There have been new demands and challenges, as well as new opportunities. Additionally, many of the longer-term implications of the pandemic are yet to be known. Responding to the immediate and longer-term impacts of COVID-19 on the health and wellbeing of our local population has been a key component of the priority refresh.

The refresh of priorities has also been driven by an aim to continue to strengthen the board's focus on health inequalities. The Marmot Review: 10 Years on report which was published in February 2020 found that over the past decade, health inequalities have widened, and health improvements are stalling nationally. This reflects the picture in Rotherham; over the past 10 years, health inequalities have grown between the most and least deprived communities, as has the gap between Rotherham and the national average across a range of measures. To support the focus on health inequalities, the findings of this report, as well as consideration of local data and intelligence, have been used as the foundation for this priority refresh.

Furthermore, research also indicates that COVID-19 is having a significant impact upon health inequalities nationally, and many of the longer-term implications remain unknown. Continuing to develop our understanding and monitor the way that the pandemic is impacting our communities will be an integral part of the delivery of this plan.

Developing the plan has been an iterative process and has been informed by engagement with key stakeholders, including an initial discussion at the Health and Wellbeing Board in June, engagement with the Health Select Commission, consultation with board members and a development session in September which was facilitated by the LGA. Ongoing engagement around the priorities with partners will be integral to the successful delivery of the plan.

Four aims

The Health and Wellbeing Strategy was agreed in 2018 and is structured around four high-level aims. These are the outcomes that partners agreed to work towards collectively to improve the health and wellbeing of people in Rotherham. They are:

1. All children get the best start in life and go on to achieve their full potential
2. All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life
3. All Rotherham people live well for longer
4. All Rotherham people live in healthy, safe and resilient communities

The key priorities and action that will be taken up to June 2021 to meet these four aims are outlined below. It should be acknowledged that there are key links across all of the aims, and activity will not be siloed. Taking the plan up to June 2021 ensures alignment with the Council's Year Ahead Plan, as well as the Rotherham Together Partnership Year Ahead Plan. Additionally, in the context of the ongoing response to the pandemic and rapidly changing situation, taking a more agile approach and reviewing priorities on a more regular basis is considered appropriate.

As well as setting a strategy to improve the health of the local population, the board also has a number of specific responsibilities as outlined within the Health and Social Care Act (2012), including producing a joint strategic needs assessment (JSNA). Additionally, the board has new responsibilities around outbreak control, linking with the Local Outbreak Engagement Board. Cross-cutting actions to fulfil these duties are also outlined within the plan.

To monitor progress against the action plan, board sponsors will present regular updates at board meetings. All partners of the Health and Wellbeing Board will collectively be responsible for assuring delivery.

It should be noted that these priorities have been agreed based on an understanding that the response to the pandemic is ongoing. Therefore, the Health and Wellbeing Board's approach as a partnership will need to remain flexible and responsive to emerging needs.

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

Board sponsors: Sally Hodges, Strategic Director of Children and Young People's Services, Rotherham Metropolitan Borough Council and Dr Jason Page, Vice Chair, Rotherham Clinical Commissioning Group

Priority	#	Milestones	Timescale			Delivery Group	Lead(s)
			Nov-Dec	Jan-Mar	Apr-Jun		
Develop our strategy for a positive first 1001 days.	1.1	Engage with the ICS regarding maternity transformation plans and take forward local implementation.				TBC	TBC
	1.2	Explore realigning commissioning pathways and commissioning arrangements in relation to 0-19 services.				TBC	TBC
Support positive mental health for all children and young people.	1.3	Monitor the impact of the trailblazer in pilot schools and prepare to submit a bid to future waves when they are released.				SEMH Strategy Delivery Group	Jenny Lingrell
	1.4	Continue to monitor the impact of COVID-19 on children and young people through a series of mental health surveys (first survey July 2020, second survey October 2020, third survey TBC.)				Rotherham Public Mental Health and Wellbeing COVID Group	Jenny Lingrell/ Ruth Fletcher-Brown
Support children and young people to achieve their full potential.	1.5	Roll out DFE Wellbeing for Education Return programme, responding to the findings of the mental health survey.				SEMH Strategy Delivery Group	Jenny Lingrell
	1.6	Ensure that children reach a good stage of development across core subject areas as part of educational attainment measures.				Primary and Secondary Headteacher Forum	Nathan Heath
	1.7	Ensure that children continue to consistently attend education across this academic year.				Primary and Secondary	Nathan Heath

						Headteacher Forum	
1.8	Develop a supportive network for elective home education, with a focus on ensuring support is in place for vulnerable groups within this cohort.					Primary and Secondary Headteacher Forum	Nathan Heath
1.9	Develop an understanding of the impact of school closures and intermittent school attendance on children and young people with SEND.					Children and Young People's Services	Jenny Lingrell

Aim 2: All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life

Board Sponsor: Kathryn Singh, Chief Executive, Rotherham Doncaster and South Humber NHS Foundation Trust

Priority	#	Milestones	Timescale			Delivery Group	Lead(s)
			Oct-Dec	Jan-Mar	Apr-Jun		
Deliver the Better Mental Health for All Strategy.	2.1	Development and implementation of the Public Mental Health and Wellbeing COVID action plan, ensuring that vulnerable and at-risk groups are reflected in the plan.				Rotherham Public Mental Health and Wellbeing COVID Group	Jacqueline Wiltschinsky/ Ruth Fletcher-Brown
	2.2	Develop and deliver a communications and engagement plan to promote better mental health.				Rotherham ICP Place Communications and Engagement Group	Gordon Laidlaw
Deliver the Rotherham Suicide Prevention and Self-Harm Action Plan.	2.3	Review local action plan in line with COVID-19 and emerging risk groups.				Rotherham Suicide Prevention and Self-Harm Group	Anne-Marie Lubanski/ Ruth Fletcher-Brown
	2.4	Delivery and evaluation of year 3.				Rotherham Suicide Prevention and Self-Harm Group	Anne-Marie Lubanski/ Ruth Fletcher-Brown
	2.5	Promote and evaluate the Be the One campaign.				Rotherham Suicide Prevention and Self-Harm Group	Anne-Marie Lubanski/ Ruth Fletcher-Brown

		Coordinated training programme for suicide prevention and self-harm				Rotherham Suicide Prevention and Self-Harm Group	Anne Marie Lubanski/ Ruth Fletcher-Brown
Promote positive workplace wellbeing for staff across the partnership.	2.6	Promote all Health and Wellbeing Board partners to sign up to the Be Well at Work award.				Public Health	Colin Ellis
	2.7	Share and pool resources across the partnership relating to workplace wellbeing.				Integrated Care Partnership Workforce Enabler Group	Leanne Dudhill

Aim 3: All Rotherham people live well for longer

Board sponsor: Sharon Kemp, Chief Executive, Rotherham Metropolitan Borough Council

Priority	#	Milestones	Timescale			Delivery Group	Lead(s)
			Oct-Dec	Jan-Mar	Apr-Jun		
Build a social movement to support local people to be more physically active, to benefit physical and mental wellbeing.	3.1	Launch the Moving Rotherham campaign, using real stories and images of local people being active to encourage more physical activity across the borough.				Rotherham Activity Partnership	Kate Green
	3.2	Develop and roll out a Making Every Contact Count training programme for physical activity.				Public Health	Phil Spencer/ Kate Green
	3.3	Roll out Clinical Champions Training for GPs and other healthcare professionals.				Public Health	Kate Green
Ensure support is in place for carers.	3.4	Refresh and co-produce the Carers Strategy, with consideration of the new cohort of carers that has emerged because of the pandemic.				Carers Programme Project Group	Jo Hinchliffe
	3.5	Apply the carers offer within the adult social care pathway.				Carers Programme Project Group	Jo Hinchliffe
	3.6	Enhance the information offer for all carers in Rotherham.				Carers Programme Project Group	Jo Hinchliffe
Develop a whole-systems approach to tackling obesity in Rotherham, with consideration	3.7	Establish a Healthy Weight Strategy Group with representation across all key partners.				Health and Wellbeing Board	Senior Chair (TBC) and Kate Green

of the impact of COVID-19.	3.8	Review the children's obesity pathway.				Healthy Weight Strategy Group	Senior Chair (TBC) and Kate Green
	3.9	Develop and agree an all-age Healthy Weight for All Plan, with consideration of the impact of COVID-19.				Healthy Weight Strategy Group	Senior Chair (TBC) and Kate Green

Aim 4: All Rotherham people live in healthy, safe and resilient communities

Board sponsor: Steve Chapman, Chief Superintendent, South Yorkshire Police and Paul Woodcock, Strategic Director of Regeneration and Environment, Rotherham Metropolitan Borough Council

Priority	#	Milestones	Timescale			Delivery Group	Lead(s)
			Oct-Dec	Jan-Mar	Apr-Jun		
Delivery of a loneliness plan for Rotherham.	4.1	Review the loneliness action plan in the context of the impact of COVID-19.				Rotherham Public Mental Health and Wellbeing COVID Group	Ruth Fletcher-Brown
	4.2	Relaunch MECC training around loneliness.				Rotherham Public Mental Health and Wellbeing COVID Group	Phil Spencer/ Ruth Fletcher-Brown
	4.3	Work with the voluntary and community sector to use the befriending guidance and learning from the Rotherham Community Hub to mitigate loneliness in communities.				Rotherham Public Mental Health and Wellbeing COVID Group	Ruth Fletcher-Brown
	4.4	Develop and deliver a communications and engagement plan to raise awareness around loneliness and befriending.				Rotherham ICP Place Communications and Engagement Group	Gordon Laidlaw
Promote health and wellbeing through arts and cultural initiatives.	4.5	Hold a joint workshop between the Health and Wellbeing Board and the Cultural Partnership Board on health inequalities.				Health and Wellbeing Board and the Cultural Partnership Board	Polly Hamilton

	4.6	Deliver a programme of group-based activities as part of the Rotherham Together programme providing a creative response to recovery from COVID-19 in Rotherham with a focus on offering particular support to those who are bereaved.					Polly Hamilton and Leanne Buchan
	4.7	Co-design targeted activities in libraries to those groups which have been identified as part of the Health and Wellbeing review.				Culture, Sport and Tourism, RMBC	Polly Hamilton and Zoe Oxley
Ensure Rotherham people are kept safe from harm.	4.8	Continue to embed the Home Safety Partnership Referral Scheme with key partners in Rotherham.				South Yorkshire Fire and Rescue	Steve Adams and Toni Tranter
	4.9	Work with other partnership boards on crosscutting issues relating to safety and safeguarding.				Rotherham Together Partnership Safeguarding Board Chairs Group	Board Chairs

Cross-cutting priorities

Priority	#	Milestones	Timescale			Delivery Group	Lead(s)
			Oct-Dec	Jan-Mar	Apr-Jun		
Work with the Local Outbreak Engagement Board to ensure the negative impacts on health and wellbeing from COVID are minimised.	5.1	Updates from the Local Outbreak Engagement Board to be a standard agenda item at every Health and Wellbeing Board meeting.				Local Outbreak Engagement Board/ Bronze Operational Partnership Group	Councillor Roche
Develop our understanding of the impact of COVID-19 on our communities and on health inequalities.	5.2	Undertake a rapid review of the mental health impacts of COVID-19.				Public Health	Gilly Brenner, Tracey Liversidge and Ruth Fletcher-Brown
	5.3	Complete an equality analysis relating to the refresh of board priorities, identifying areas for further action.				RMBC Policy and Equalities Team	Becky Woolley
	5.4	Undertake a review of the impacts of COVID-19 on our local population, including utilisation of population health management to anticipate future demand on services.				Place Data Group	Andy Clayton, Anthony Lawton and Gilly Brenner
Deliver on Phase 2 of the Joint Strategic	5.5	Agree an action plan to deliver the second phase of the JSNA.				JSNA Steering Group	Gilly Brenner

Needs Assessment, capturing the impact of COVID-19.							
	5.6	Launch Phase 2 of the JSNA with a focus on the impact of COVID-19 and enhanced information on health inequalities.				JSNA Steering Group	Gilly Brenner