

Health and Wellbeing Strategy Action Plan: Update to board, January 2021

Key:

Completed
On track
At risk of not meeting milestone
Off track
Not started

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

Board sponsors: Suzanne Joyner, 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			Lead(s)	BRAG rating	Progress update
			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.				Sarah Petty, Head of Midwifery, TRFT		TRFT continue to work towards achieving Continuity of carer, currently achieving >35% point prevalence. Work is ongoing with LMS for the plan for including BAME communities and those with vulnerabilities. TRFT is engaged in all MTP workstreams.
	1.2	Explore realigning commissioning pathways and commissioning arrangements in relation to 0-19 services.				Anne Charlesworth, Commissioning Manager, RMBC		Work continues to take place between public health, adults and children’s services to assess the requirements for 0-19 services and the work is on track.
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.				Jenny Lingrell		The July-Sept quarterly report from With Me In Mind demonstrates positive outcomes in terms of child and staff wellbeing, although numbers remain low due to school closures and school holidays. Since children returned to school in September, pilot schools are reporting a significant positive

							<p>impact from having Mental Health Support Teams in their settings.</p> <p>The opportunity to bid for a future wave has not yet been made available by NHSE.</p>
	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.)				Jenny Lingrell/ Ruth Fletcher-Brown	<p>The second survey ran between 1st October and 26th October. 4,203 young people participated in the October survey. This is a 35% increase from the 2,737 that participated in June 2020.</p> <p>The findings have been shared with the individual schools for their action. The findings have also been shared with CYPS DLT and the Public Mental Health and Wellbeing COVID Group for them to identify any actions to address key areas of concern.</p>
	1.5	Roll out DFE Wellbeing for Education Return programme, responding to the findings of the mental health survey.				Jenny Lingrell	<p>This has been rolled out across schools during the autumn terms. 141 participants have attended and then cascaded learning onwards in their school. A recorded version of the training will be made available.</p>
Support children and young people to achieve their full	1.6	Ensure that children reach a good stage of development across core subject areas as part of educational attainment measures.				Nathan Heath	<p>All schools are continuing to support the return to school as part of the Covid-19 pandemic, the challenges in relation to self-isolation periods and</p>

potential.								staff/student absence is having a direct impact on educational outcomes. The DFE have supported the adjustment of the attainment benchmarks across several areas although impact on education remain a clear concern aligned to the impact of the Covid-19 pandemic.
	1.7	Ensure that children continue to consistently attend education across this academic year.				Nathan Heath		Impact of the Covid-19, confirmed cases and periods of self-isolation on student is having direct impact on school attendance across the autumn term in Rotherham. This remains a key area of impact on student's attainment and educational engagement.
	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.				Nathan Heath		Work has continued to address the increment in EHE cases across this half term including direct work with Ofsted, DFE and multi-agency partners. Rotherham Parents Forum has also looked at approaching DFE to garner funding for supportive work to collective parents' views on the rationale to increased Elective choices to home educate. The EHE multi-agency governance group has remained a strong mechanism to make sure a strong level of support is available for students/families who have elected to home

							educate.
	1.9	Develop an understanding of the impact of school closures and intermittent school attendance on children and young people with SEND.				Jenny Lingrell	<p>SEND Strategic Board have developed an outcomes framework, monitored via a performance dashboard. This will be supplemented with case studies.</p> <p>A risk assessment process is in place to understand the impact on individual children who are not attending school.</p>

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			Lead(s)	BRAG rating	Progress update
			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.				Ruth Fletcher-Brown, Public Health Specialist, RMBC		An action plan has been produced which addresses the needs of children and young people, older people and adults who work, in addition to cross cutting issues of bereavement and loneliness. The Public Mental Health and Wellbeing COVID Group will oversee the implementation.
	2.2	Develop and deliver a communications and engagement plan to promote better mental health.				Gordon Laidlaw, Head of Communications Rotherham CCG and Rotherham Integrated Care Partnership (ICP) Diane Clarke, Account Manager Adult Care, Housing and Public Health, RMBC		Regular meetings are held between Comms Leads and Public Health Lead for Mental Health. Recent work includes the promotion of Rotherhive and a briefing paper for HWbB staff on bereavement.

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.			<p>Anne-Marie Lubanski, Strategic Director, Adult Care, Housing and Public Health, RMBC</p> <p>Ruth Fletcher-Brown, Public Health Specialist, RMBC</p>		<p>A full review of the borough-wide plan will take place with partners early 2021 but any gaps identified as a result of the pandemic are currently being included.</p> <p>The Suicide Prevention Operational Group which reviews all suspected suicides has updated its own action plan considering the pandemic reflecting risk factors and groups as they emerge.</p>
	2.4	Delivery and evaluation of year 3.			<p>Anne-Marie Lubanski, Strategic Director, Adult Care, Housing and Public Health, RMBC</p> <p>Ruth Fletcher-Brown, Public Health Specialist, RMBC</p>		<p>Rotherham CCG has been leading Year 3 of the small grants scheme. In October, 14 groups were successful in securing funding. Rotherham CCG and Public Health, Rotherham Council are working with South Yorkshire Leads to tender for the listening service for people bereaved/affected and exposed to suicide. It is anticipated that the successful provider will be ready to take referrals from January 2021.</p>
	2.5	Promote and evaluate the Be the One campaign.			<p>Anne-Marie Lubanski, Strategic Director, Adult Care, Housing and Public</p>		<p>Promotional activity has included:</p> <p>August- a call to all partners to promote the campaign in the lead up to the first anniversary</p>

					Health, RMBC Ruth Fletcher-Brown, Public Health Specialist, RMBC		<p>promoting the Zero Suicide Alliance Training. October & November - social media messages targeted women at risk and friends, family and colleagues who could spot the signs and follow the TLC steps. November- 2 workshops sessions on Be the One were held as part of Safeguarding Awareness week. December-social media messages are asking people to look out for each other over Christmas and the New Year and use the 3 Steps in the campaign Talk, Listen and Care. All suicide prevention training sessions promote the website.</p>
	2.6	Coordinated training programme for suicide prevention and self-harm			<p>Anne-Marie Lubanski, Strategic Director, Adult Care, Housing and Public Health, RMBC</p> <p>Ruth Fletcher-Brown, Public Health Specialist, RMBC</p>		<p>During December and January, RMBC are piloting some online suicide prevention training with a view to rolling out a full programme in 2021.</p>
Promote positive	2.7	Promote all Health and Wellbeing Board partners to			Colin Ellis, Workplace		<p>A discussion around this is on the agenda for the January</p>

workplace wellbeing for staff across the partnership.		sign up to the Be Well at Work award.			Health Advisor, RMBC		Health and Wellbeing Board meeting.
	2.8	Share and pool resources across the partnership relating to workplace wellbeing.			Leanne Dudhill, HR Business Partner (OD), RMBC		<p>All Place Partners are engaged in the Workforce Enabling Group which supports the delivery of the Place Plan. Via this group, knowledge and resources in relation to workplace wellbeing have been shared across the partnership during 2020 and will be an ongoing practice into 2021. The detail of the work that has been undertaken was provided to the Place Board on 24th June and 16th September and a further update is scheduled for 23rd December 2020.</p> <p>The Wellbeing Guides produced by the Council have also been shared with colleagues in CYPS and Strategic Housing and Development for circulation to other local partner organisations.</p>

Aim 3: All Rotherham people live well for longer

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

Priority	#	Milestones	Timescale			Lead(s)	BRAG rating	Progress update
			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.				Kate Green, Public Health Specialist, RMBC		Soft-launched #MovingRotherham campaign end of September, resulting in increased number of partners engaged. The partnership has encouraged and supported several new projects aimed at marginalised groups. Submitted bids for a legacy project following the women's euros in 2022. Successful in getting to the 3rd stage of Shaping Places for Healthier Lives programme with a project looking at physical activity in green spaces. Presented Moving Rotherham vision at SY PE Conference and now have primary schools interested in working with the partnership.
	3.2	Develop and roll out a Making Every Contact Count training programme for physical activity.				Phil Spencer, Public Health, RMBC Kate Green, Public Health		Discussions have taken place to establish whether a MECC package would be useful for specific teams, (e.g. social prescribing and PCN link workers and adult social care

					Specialist, RMBC		workers).
	3.3	Roll out Clinical Champions Training for GPs and other healthcare professionals.			Kate Green, Public Health Specialist, RMBC		Shared information about the training opportunity with GPs via CCG comms, as well as with local midwife team and inpatient therapy team at TRFT. COVID has resulted in capacity issues and this has not been a priority for many teams. The offer is still available for free and is now on a virtual platform.
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.			Jo Hinchliffe, Service Improvement and Governance Manager, RMBC		Unpaid Carers Meetings have taken place and work has been progressing with partner organisations throughout Nov / Dec. Meetings are scheduled in for the new year and the work will begin to shift into the detail of the old and new strategic priorities for carers.
	3.5	Apply the carers offer within the adult social care pathway.			Jo Hinchliffe, Service Improvement and Governance Manager, RMBC		Weekly meetings are in place to look at the carer journey through the end to end ASC Pathway. Performance information is being evaluated to give an understanding of what tangible actions / improvements are required. We are also drawing on good practice from around the region via a monthly regional carers meeting.
	3.6	Enhance the information offer for all carers in Rotherham.			Jo Hinchliffe, Service Improvement		We are maximising on the Unpaid Carer Meetings to ensure C19 information is

					and Governance Manager, RMBC		flowing and an information sub group is being set-up with Carer Forum to build on the progress made throughout the C19 pandemic.
Develop a whole-systems approach to tackling obesity in Rotherham, with consideration of the impact of COVID-19.	3.7	Establish a Healthy Weight Strategy Group with representation across all key partners.			Kate Green, Public Health Specialist, RMBC		A proposed approach is being put forward to the HWbB in January. Subject to this being agreed, work will take place on the development of the declaration on healthy weight, plus partner declarations and pledges.
	3.8	Review the children's obesity pathway.			TBC		To be agreed who will lead on this piece of work.
	3.9	Develop and agree an all-age Healthy Weight for All Plan, with consideration of the impact of COVID-19.			Kate Green, Public Health Specialist, RMBC		A draft plan is in place for the local authority healthy weight declaration, although development of this has paused due to COVID. Once the approach has been agreed (as above) further development of the wider plan can be picked back up.

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			Lead(s)	BRAG rating	Progress update
			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.				Ruth Fletcher-Brown, Public Health Specialist, RMBC		Whilst the plan has not formally been reviewed in the context of COVID-19, work is progressing on actions relating to the pandemic through the Public Mental Health and Wellbeing COVID Group and the VCS Befriending Group.
	4.2	Relaunch MECC training around loneliness.				Phillip Spencer, Public Health Practitioner, RMBC Ruth Fletcher-Brown, Public Health Specialist, RMBC		Work is taking place to redevelop the training, and this is scheduled to be finalised for the end of January. MECC training is offered to all partners doing the Be Well @ Work programme, as well as Health and Wellbeing Board partners.
	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.				Ruth Fletcher-Brown, Public Health Specialist, RMBC		The Befriending Guidance was launched in May 2020 and this is being used by Rotherfed and VAR in their induction of Rotherham Heroes to their befriending role. The guidance has been circulated to other VCS organisations for use in

							<p>this area of work. Both Ruth Fletcher-Brown and Martin Hughes (RMBC) attend a VCS Befriending group which meets monthly to share good practice and look at joint learning opportunities. A recent meeting explored information and services available to support people in debt. This group is joint chaired by Rotherfed and VAR.</p>
	4.4	Develop and deliver a communications and engagement plan to raise awareness around loneliness and befriending.				<p>Gordon Laidlaw, Head of Communications Rotherham CCG and Rotherham Integrated Care Partnership (ICP)</p> <p>Diane Clarke, Account Manager Adult Care, Housing and Public Health, RMBC</p>	<p>RCCG & RMBC Comms Leads and Public Health recently met with Rotherfed and VAR to consider promotional messages and opportunities. The first one will look to promote positive stories about befriending and encourage people living and working in Rotherham to take action to reach out to support anyone who might be lonely. A promotional film will be shared via social media over the next couple of weeks and will be promoted by all partners of the H&WBB.</p>
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.				Polly Hamilton, Assistant Director, Culture, Sport and Tourism, RMBC	Work has started to develop a plan for the workshop. It is anticipated that this will be scheduled before the end of Q4.
	4.6	Deliver a programme of group-				Polly Hamilton,	Rotherham Together has been

		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.			Assistant Director, Culture, Sport and Tourism, RMBC Leanne Buchan, Head of Creative Programming and Engagement, RMBC		running for four months delivering a series of events, exhibitions, activities and self-led trails. Activities already delivered include: - Land Art at Clifton Park (September) - Projection on to the side of the Rotherham Minster, carrying the messages of Joy (festive spirit), Hope (support for those who have lost loved ones) & Gratitude (for key and essential workers) over three days 14 th -16 th December Hope Fields memorial garden is on track for delivery March 2021.
4.7	Co-design targeted activities in libraries to those groups which have been identified as part of the Health and Wellbeing review.			Polly Hamilton, Assistant Director, Culture, Sport and Tourism, RMBC Zoe Oxley, Head of Operations and Business Transformation,		Planning has started with a variety of partners. Library buildings have been mainly closed during COVID, but services are operating via click and collect etc.	

					RMBC		
Ensure Rotherham people are kept safe from harm.	4.8	Continue to embed the Home Safety Partnership Referral Scheme with key partners in Rotherham.			Steve Adams, Group Manager, South Yorkshire Fire and Rescue Toni Tranter, Partnership Manager, South Yorkshire Fire and Rescue		Awaiting confirmation of a date for South Yorkshire Fire and Rescue to attend meeting with Heads of Service at Rotherham Council. South Yorkshire Fire and Rescue have also started to explore Housing Associations within South Yorkshire.
	4.9	Work with other partnership boards on crosscutting issues relating to safety and safeguarding.			Rotherham Together Partnership Safeguarding Board Chairs		Partnership Safeguarding Board Chairs continue to meet to identify key cross-cutting themes. Work is underway to plan a development session for Spring 2021, which will bring together the boards to pick up on key cross-cutting themes and the impacts of COVID.

Cross-cutting priorities

Priority	#	Milestones	Timescale			Lead(s)	BRAG rating	Progress update
			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.				Councillor Roche		The link has been maintained between the LOEB and the HWbB through standard updates at all HWbB meetings.
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.				Gilly Brenner, and Ruth Fletcher-Brown		Mental Health Impact Assessment will be ready to be shared with partners at the beginning of January. Final data is being incorporated.
	5.3	Complete an equality analysis relating to the refresh of board priorities, identifying areas for further action.				Becky Woolley		An analysis of health inequalities and key policy developments such as the Marmot 10 Years on report was undertaken alongside the refresh of priorities. Key messages from this analysis were presented to board members at the November meeting.
	5.4	Undertake a review of the				Andy Clayton,		Development of population

		impacts of COVID-19 on our local population, including utilisation of population health management to anticipate future demand on services.				Anthony Lawton and Gilly Brenner		health management datasets and approaches have been impacted by COVID, but work has restarted to move this forward. Mapping work has also been undertaken to help generate a fuller picture of health inequalities data currently available and work taking place across the partnership to feed into the review.
Deliver on Phase 2 of the Joint Strategic Needs Assessment, capturing the impact of COVID-19.	5.5	Agree an action plan to deliver the second phase of the JSNA.				Gilly Brenner		The JSNA Steering Group has been re-instated, with the first meeting taking place on 15 th December. Timescales are in place, and the live action plan was discussed and formalised at that meeting.
	5.6	Launch Phase 2 of the JSNA with a focus on the impact of COVID-19 and enhanced information on health inequalities.				Gilly Brenner		There is a plan in place to refresh the JSNA by end of March, with inclusion of COVID lens narrative on the data sets and greater coverage of inequalities data.