

# Health and Wellbeing Strategy Action Plan: Update to board, March 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 >45% point prevalence which exceeds the target. Working 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		A paper will be presented to Cabinet on the 23 <sup>rd</sup> March 2021 requesting permission to go to open tender for the service in April 2022. The paper also requests that the current contract with TRFT is extended until March 2023 to allow for a collaborative commissioning exercise.
Support positive mental health for all children and young	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 Oct-Dec quarterly report from With Me In Mind demonstrates positive outcomes in terms of child and staff wellbeing, although numbers

people.							<p>remain low due to school closures and school holidays. Since children returned to school in September pilot schools are reporting a significant positive impact from having Mental Health Support Teams in their settings.</p> <p>School settings continue to engage well with the consultation and advice model which is embedded across all settings.</p> <p>Referrals for direct CBT based work for low to moderate mental health concerns are increasing with young people engaging either directly face to face or remotely via video consultation.</p> <p>Co-production and participation with young people and staff from within the settings has continued to shape the delivery model.</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				Jenny Lingrell/ Ruth Fletcher-Brown	<p>The third survey is due to run during March 2021 and will capture the response of children and young people following this second period of limited school</p>

		survey October 2020, third survey TBC.)					opening.  Schools have shared the positive support that has been put in place in response to findings from the survey, including, a full recovery curriculum delivered through PSHCE, targeted work with specific year groups and producing both student and parental wellbeing newsletters.  At a system level the findings are shared with system leaders and relevant services.
	1.5	Roll out DFE Wellbeing for Education Return programme, responding to the findings of the mental health survey.				Jenny Lingrell	Following the roll out during the autumn term we are piloting follow-up group supervision and support sessions in response to feedback from the education workforce.
Support children and young people to achieve their full potential.	1.6	Ensure that children reach a good stage of development across core subject areas as part of educational attainment measures.				Nathan Heath	Sessions for school/early years leaders are arranged for March 3rd to provide a supportive forum whilst preparing for wider opening of school on March 8th when all students will return to education. Key updates and revisions to statutory guidance have been provided to schools. Further support across education services will be provided to support schools and early years settings ahead of

							reopening.  The Council is also working with DfE and the charity Laptops for Kids to help ensure that all children and young people have access to digital devices, enabling them to access the full remote learning offer.
	1.7	Ensure that children continue to consistently attend education across this academic year.				Nathan Heath	In the context of the national lockdown, this remains a key area of impact on student's attainment and educational engagement. Significant central government investments in the 'catch up' for post COVID gaps in academic attainment are moving forward.
	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 received external funding for supportive work to collate 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>
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**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		<p>The Public Mental Health and Wellbeing COVID Group continue to oversee the implementation.</p> <p>Current actions include: workshops held for employees on variety of mental health related topics, workshops shared with other employers, promotion of Be Well@Work scheme, RCCG produced a leaflet on mental health services which has been circulated widely, Public Health Lead delivering presentations on mental wellbeing and support to care homes and voluntary and independent providers, bereavement listening service commissioned and promoted across the partnership and national mental health days promoted across the partnership.</p>

							Other actions include: C&YP surveys and actions to address the findings, loneliness (reflected in Aim 4) and suicide prevention.
	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	Work is underway to create a 2020/21 comms plan with a focus on three key themes:  1. Be the One suicide prevention campaign 2. Emotional resilience 3. Loneliness and isolation  The plan will set out campaign activity to boost awareness and launch new resources as well as ongoing social media activity throughout the year.
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.				Anne-Marie Lubanski, Strategic Director, Adult Care, Housing and Public Health, RMBC  Ruth Fletcher-Brown, Public Health Specialist, RMBC	A full review of the borough-wide plan will take place with partners April 2021, but any gaps identified as a result of the pandemic are currently being included.  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.  Specific actions include: promoting information re debt advice and signposting to Rotherhive website, Be the One campaign targeting women in Oct and November, RDASH developing a resource on coping with relationship breakdown and refresh of GP Suicide Prevention Top Tips to reflect at risk groups.
	2.4	Delivery and evaluation of year 3.				Anne-Marie Lubanski, Strategic Director, Adult Care, Housing and Public Health, RMBC  Ruth Fletcher-Brown, Public Health Specialist, RMBC	Evaluation of Year 2 and 3 of the small grants scheme will take place in March/April 2021.  Rotherham CCG led the procurement of the SY listening service working with SY Public Health Leads. This service is for people bereaved/affected and exposed to suicide. The contract with the successful provider commenced in January 2021.  Regular contract meetings with the provider. Working with Comms to promote the listening service.
	2.5	Promote and evaluate the Be the One campaign.				Anne-Marie Lubanski, Strategic Director, Adult Care, Housing	Promotional activity has included:  December-social media messages asking people to look

					and Public Health, RMBC  Ruth Fletcher-Brown, Public Health Specialist, RMBC		<p>out for each other over Christmas and the New Year and use the 3 Steps in the campaign Talk, Listen and Care.</p> <p>All suicide prevention training sessions promote the website.</p> <p>Sessions for care providers to promote the campaign.</p> <p>Awareness raising session with VCS organisations with a remit for befriending.</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>Courses piloted during December and January. Now working to a full roll out programme which will include a blended approach with virtual and face to face when social distancing restrictions are relaxed.</p> <p>Self-Harm Train the Trainer project- Cohort 1 trainers have had a top up training session with the Provider (February) and will be ready to run these courses now they have been adapted by the Provider to be delivered virtually.</p> <p>Letters have gone to Health and Wellbeing Board partners re recruitment of trainers for Cohort 2. The Train the Trainer</p>

							dates have been set for March and April.
Promote positive workplace wellbeing for staff across the partnership.	2.7	Promote all Health and Wellbeing Board partners to sign up to the Be Well at Work award.				Colin Ellis, Workplace Health Advisor, RMBC	A discussion around this took place at the January Health and Wellbeing Board meeting, as a way of promoting the award amongst all partners. Discussions are ongoing regarding further ways to engage partners.
	2.8	Share and pool resources across the partnership relating to workplace wellbeing.				Leanne Dudhill, HR Business Partner (OD), RMBC	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.  A further workplace wellbeing report was provided to the Place Board in January. Information sharing across all partners in relation to wellbeing continues. The council is reviewing the Wellbeing Guides to ensure they remain current and useful to all staff. Once revised these will be shared with partners in April.

### 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	<p>Approx. £42k now invested into Rotherham projects via the Sport England tackling Inequalities Fund – with several other projects in planning stages.</p> <p>Shaping Places for Healthier Lives programme – Moving in Nature – now commissioned 3 artists to work in 3 local parks to engage communities and explore use of green space for physical activity (this is to inform final application for a larger scale project).</p> <p>Beat the Street game due to start mid-April (dependent on restrictions) to encourage more people to get out walking/cycling around the borough.</p> <p>All of the above will help the Moving Rotherham Partnership gather real stories about people being active to encourage more</p>	

							to get involved.
	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 Specialist, RMBC		Due to other MECC programme (loneliness) currently being rolled out, this will be explored for later in the year.
	3.3	Roll out Clinical Champions Training for GPs and other healthcare professionals.			Kate Green, Public Health Specialist, RMBC		Information has been shared 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, meaning it has not yet been possible to utilise this opportunity. 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		Strategy Focus Group Sessions have taken place with partners from voluntary sector. Further work is set to continue through March to consolidate strategic outcomes with a draft delivery plan by the end of March 2021.  Carer cohort mapping work is complex but is developing – partners are supporting this work and it is integral to the forthcoming carer vaccination roll-out. It is anticipated that

							there will be a snapshot by the end of Feb 2021.  This work is slightly off track as organisations are prioritising COVID response work.
	3.5	Apply the carers offer within the adult social care pathway.				Jo Hinchliffe, Service Improvement and Governance Manager, RMBC	Regional meetings are ongoing and are still providing useful oversight / resources that are being applied locally.  Internal senior management development sessions have been taking place throughout Jan/Feb to look at the Adult Social Care Pathway and an action plan is currently being drafted to address improvements for carers to be complete by the end of March 2021.
	3.6	Enhance the information offer for all carers in Rotherham.				Jo Hinchliffe, Service Improvement and Governance Manager, RMBC	Subgroup in place with Carers Forum to manage and plan information offer. Links to be made with Rotherham Parent Carer Forum to maximise on the work of the subgroup.
Develop a whole-systems approach to tackling obesity in	3.7	Establish a Healthy Weight Strategy Group with representation across all key partners.				Kate Green, Public Health Specialist, RMBC	Due to capacity across the partnership, this work will be paused for a period – to be reviewed in April.
	3.8	Review the children's obesity				TBC	To be agreed who will lead on

Rotherham, with consideration of the impact of COVID-19.		pathway.					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. As above, further work on the local partnership plan will be paused and reviewed in April to consider partner capacity to deliver this.

#### 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		<p>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.</p> <p>Actions include: the production of a loneliness film encouraging everyone to take responsibility, Five Ways to Wellbeing campaign messages included in Rotherhive Wellness section and in the Rotherham Together Programme, examples of good practice within workplaces and wider community are being shared and partners promoted Time to Talk Day to general public and staff encouraging people to connect with others. Comms plan is in development for consistent promotion of actions to address loneliness</p>
	4.2	Relaunch MECC training around loneliness.				<p>Phillip Spencer, Public Health Practitioner, RMBC</p> <p>Ruth Fletcher-Brown, Public Health Specialist,</p>		<p>The MECC training has been updated to reflect referral routes and the impact of the pandemic. Dates and contact details are being proposed for the rollout of training to partner organisations. Training to commence in March 2021</p>

					RMBC		
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		<p>The Befriending Guidance continues to be used in the induction of Rotherham Heroes to their befriending role.</p> <p>The guidance has been circulated to other VCS organisations and partners for use in this area of work.</p> <p>Both Ruth Fletcher-Brown and Martin Hughes (RMBC) regularly attend the VCS Befriending group which meets monthly to share good practice and look at joint learning opportunities.</p> <p>At the last meeting in February Ruth shared information on suicide prevention encouraging VCS partners to visit Be the One for resources and to access the free online training from the Zero Suicide Alliance.</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>Rotherham CCG and Rotherham Council are working together to raise awareness around loneliness and befriending, with input from other key partners including Rotherfed and VAR. As part of this plan, a promotional video has now been shared via social media, sharing positive stories about befriending and encouraging people living and working in Rotherham to take action to reach out to support anyone who might be lonely. The video can be found on YouTube: <a href="https://www.youtube.com/watch?v=4h6hcSAY24o">https://www.youtube.com/watch?v=4h6hcSAY24o</a>.</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		A decision has been taken to postpone this workshop until the summer due to workforce capacity issues.
	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.				<p>Polly Hamilton, Assistant Director, Culture, Sport and Tourism, RMBC</p> <p>Leanne Buchan, Head of Creative Programming and Engagement, RMBC</p>		<p>Rotherham Together has been running for six months delivering a series of events, exhibitions, activities and self-led trails which has engaged with an estimated 200,000 people across Rotherham and beyond through a mix of both virtual and physical programming depending on the government regulations.</p> <p>Activities already delivered include:</p> <ul style="list-style-type: none"> <li>- Wildflower Park land art commission at Clifton Park throughout September</li> <li>- Light &amp; Hope Large-scale projection on to the side of the Rotherham Minster, carrying the messages of Joy, Hope &amp; Gratitude over three days 14<sup>th</sup>-16<sup>th</sup> December</li> <li>- Two partnerships with Women of the World – WOW to the Women of Hope programme of online discussions and debates with women from across Rotherham for Black History Month and International Women’s Day</li> <li>- No Leotards Necessary programme of physical activity through guided exercises, self-led walks and activities in parks</li> <li>- Online StoryTime with Rotherham Libraries</li> <li>- Celebrations for Chinese New Year took place as a virtual programme through RMBC’s Facebook Page</li> </ul>

								In the final month of the programme (March 2021) the Hope Fields COVID-19 Memorial Garden at Thrybergh Country Park will open to the public to support residents struggling with mental health, grief and anxiety.
	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, RMBC		<p>Planning has started with a variety of partners.</p> <p>Library buildings have been mainly closed during the pandemic and remain closed as of this update, but services are operating via click and collect etc.</p>
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		<p>SYFR are still awaiting a date to attend the meeting with Heads of Service.</p> <p>Since the last meeting, the SYFR Partnership Team have had positive engagement with Action Housing and Sadeh Lok who are both Housing Associations in the Rotherham area.</p>
	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. A development session will be taking place in March 2021, which will bring together board representatives to pick up on key cross-cutting themes and the impacts of COVID-19. This will include a focus on mental health.



## 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		Due to capacity issues and awaiting national data releases, the timescales for this work have been somewhat delayed. The rapid review has been drafted and the latest national data is now being incorporated. This will be shared with partners as soon as possible.
	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 impacts of COVID-19 on our local population, including utilisation of population health management to anticipate future demand on services.				Andy Clayton, Anthony Lawton and Gilly Brenner	Development of population 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. A session with data leads took place in February to identify action to be taken.
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 <sup>th</sup> 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 April, with inclusion of COVID lens narrative on the data sets and greater coverage of inequalities data.