

# Health and Wellbeing Strategy Action Plan: Update to board, May 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 continues to work with the LMS, with the aim to achieve most women on a continuity of carer pathway, covering 75% of BAME and women with Vulnerabilities by 2024.
	1.2	Explore realigning commissioning pathways and commissioning arrangements in relation to 0-19 services.				Anne Charlesworth, Commissioning Manager, RMBC		Cabinet have agreed that a service be re-procured by open tender, to be published in April 2022. The current contract has been extended by 12 months to ensure continuity. A project board, chaired by the Director of Public Health is established to manage the programme of work.
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 Q3 (Oct-Dec) quarterly report from With Me In Mind demonstrates positive outcomes in terms of child and staff wellbeing. 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>It has been confirmed that Rotherham has been successful in its bid to expand Mental Health Support Teams and will add an additional team in Wave 6 (from Jan 2022).</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>
	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 third survey is currently open and will capture the response of children and young people following the second period of limited school opening and the subsequent return to school / relaxation of lockdown.</p> <p>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</p>

							<p>specific year groups and producing both student and parental wellbeing newsletters.</p> <p>The Education Recovery Cell will retain oversight of this agenda.</p> <p>At a system level, the findings are shared with system leaders and relevant services.</p>
	1.5	Roll out DFE Wellbeing for Education Return programme, responding to the findings of the mental health survey.				Jenny Lingrell	<p>Following the roll out during the autumn term, work is taking place to pilot follow-up group supervision and support sessions in response to feedback from the education workforce. This approach will be embedded in plans for offer CPD / support to schools.</p>
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	<p>Continued supportive sessions for school/early years leaders are arranged for the rest of the academic year to provide a supportive forum whilst preparing for schools as part of the education recovery. Key updates and revisions to statutory guidance have been provided to schools.</p> <p>RMBC has developed an Education Recovery cell which is focused on supporting all areas of education to have a proactive approach to challenges across</p>

							the final part of the academic year. Key areas of focus include access to additional support for vulnerable groups, education recovery curriculum, and school attendance.
1.7	Ensure that children continue to consistently attend education across this academic year.				Nathan Heath		Across the final part of this academic year, the impact that the pandemic has had student's attainment and educational engagement remains a clear area of focus. The Education Recovery Cell is focussed on maximising the use of central government investment in the 'catch-up' for post-COVID gaps in academic attainment.
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 term, including a series of multi-agency EHE summits looking at support and oversight to make sure this cohort are visible and supported. The EHE multi-agency governance group has remained a strong mechanism to ensure 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		SEND Strategic Board have developed an outcomes framework, monitored via a performance dashboard. This will be supplemented with case



**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 has now formed as the Mental Health and Wellbeing Recovery Cell, reporting to RMBC Gold. it also has reporting links to the Health and Wellbeing Board and Mental Health &amp; Learning Disability Transformation Group.</p> <p>Partners are refreshing the plan to address the next phase of recovery.</p> <p>Workshops on bereavement in relation the general bereavement listening service and the suicide listening service (Amparo) are being promoted to staff across the partnership. The workshops are aimed at professionals working in organisations who may be able to refer people to the service.</p> <p>Other actions include: the third</p>

							C&YP survey and actions to address the findings (reflected in Aim 1), 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	<p>Work is progressing on the Great Big Rotherham To-Do List. This is about capturing ways people have kept themselves resilient, many of which come under the Five Ways to Wellbeing. These ideas will be used in a resource which will celebrate this and encourage everyone to keep doing these things going forwards. It will be a resource suitable for the whole life course with ideas to do at home and around Rotherham.</p> <p>The Comms and Engagement group are working on a 2021 comms plan with a focus on three key themes:</p> <ol style="list-style-type: none"> <li>1. Be the One suicide prevention campaign</li> <li>2. Emotional resilience Loneliness and isolation</li> </ol>
Deliver the Rotherham Suicide Prevention and Self-	2.3	Review local action plan in line with COVID-19 and emerging risk groups.				Anne-Marie Lubanski, Strategic Director, Adult Care, Housing	The Suicide Prevention Operational Group which reviews all suspected suicides has updated its own action plan reflecting on the real time data,



Harm Action Plan.					and Public Health, RMBC  Ruth Fletcher-Brown, Public Health Specialist, RMBC		<p>considering the pandemic and associated risk factors including groups of people who may be at risk.</p> <p>Specific actions include: promoting information re debt advice and signposting to Rotherhive website, information for people at risk of relationships breakdown, helping carers and best practice for following up missed appointments.</p> <p>A full review of the borough-wide plan will take place with partners in the summer. Partners are currently updating the plan to evidence progress achieved.</p> <p>Be the One was promoted over the Christmas and New Year period. A comms plan includes specific promotional events throughout 2021.</p>
	2.4	Delivery and evaluation of year 3.			Anne-Marie Lubanski, Strategic Director, Adult Care, Housing and Public Health, RMBC		<p>Evaluation of Year 2 and 3 of the small grants scheme will take place in May/June 2021. Self-Harm Train the Trainer- the provider organisation, Harmless, has been working with RMBC and RCCG officers to plan for a second training</p>

					Ruth Fletcher-Brown, Public Health Specialist, RMBC		<p>cohort which is running in May/June 2021. The trainers are from across the partnership some will have a specific focus on older people and self-harm. Cohort 1 Trainers attended a refresher course in February 2021. The awareness course has been adapted for virtual delivery until restrictions ease for face to face training.</p> <p>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. Workshops are being promoted to staff across the partnership so that staff know how to refer people in.</p> <p>Regular contract meetings with the provider.</p>
2.5	Promote and evaluate the Be the One campaign.				Anne-Marie Lubanski, Strategic Director, Adult Care, Housing and Public Health, RMBC		<p>Promotional activity has included:</p> <ul style="list-style-type: none"> <li>• All suicide prevention training sessions promote the website.</li> <li>• Sessions for care providers, befriending</li> </ul>

					Ruth Fletcher-Brown, Public Health Specialist, RMBC		organisations and Rotherham Rise to promote the campaign.
	2.6	Coordinated training programme for suicide prevention and self-harm			Anne-Marie Lubanski, Strategic Director, Adult Care, Housing and Public Health, RMBC  Ruth Fletcher-Brown, Public Health Specialist, RMBC		Virtual courses were piloted during December and January.  Training provider secured in March 2021.  Programme of half day training sessions is being promoted across the partnership with a particular emphasis on VCS, police and primary care.  The training is virtual until social distancing restrictions are relaxed.
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 ICP Place Plan.

								<p>The workforce priorities are currently being reviewed by partners in line with the refresh of the ICP Place Plan by May 2021. Agreement has already been reached that wellbeing will remain a key priority for all partners over the next 12 months; and where appropriate knowledge, experience and resources will be shared to benefit the collective workforce across the borough.</p>
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### 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>Moving Rotherham Partnership, chaired by Chris Siddall, Acting Head of strategic Projects and Partnerships R&amp;E, taking place quarterly. Continuing to engage wider group of partners through Twitter and #MovingRotherham.</p> <p>Shaping Places for Healthier Lives programme – Moving in Nature project – stakeholder workshops taken place and artists due to complete engagement activity early May. Final application to be submitted with proposal for 3-year project (at value of £300k) to increase use of local urban green space across Rotherham by 26<sup>th</sup> May.</p> <p>Mid-way through Beat the Street game with 13,806 players registered and 76,475 miles travelled so far. Sustain plan in development to support continued behaviour change in those taking part – which will run</p>

							until Dec 2021.  Two local parkrun events to start back 5 <sup>th</sup> June (pending council approval) at Rother Valley and Clifton Park, with an average of 400-500 runners/walkers each week across two sites. New junior parkrun event to start in Rawmarsh in due course.
	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. 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		Work has been ongoing to co-produce a refreshed Carers Strategy with partners and Rotherham carers. Resources and capacity challenges within partner organisations have impacted on the timescales for developing the strategy. However, activity is on track to

							have phase 1 of the Carers Strategy, which will be focussed on COVID recovery and stabilisation, in place by June 2021. Work will then continue to develop phases 2 and 3; phase 2 will be focussed on improvement work and creating communities of support for carers and phase 3 will be focussed on transformation and ensuring that support for carers is everyone's business.
	3.5	Apply the carers offer within the adult social care pathway.				Jo Hinchliffe, Service Improvement and Governance Manager, RMBC	<p>Regional meetings are ongoing and are still providing useful oversight / resources that are being applied locally. This is also an opportunity to share examples of best practice.</p> <p>As a result of management development sessions, pathway priorities are being explored, with work focussing on defining the carers offer in line with the refreshed Carers Strategy. An action plan is in place to guide this work.</p>
	3.6	Enhance the information offer for all carers in Rotherham.				Jo Hinchliffe, Service Improvement and Governance Manager,	A communications subgroup is in place with Carers Forum to manage and plan information offer.

					RMBC		
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		Due to capacity across the partnership this work was paused – guidance to be sought from the Health and Wellbeing Board as to when capacity will enable this work to re-start.
	3.8	Review the children’s obesity pathway.			TBC		Public Health team priority/structure review currently taking place. To be agreed through this process who is best to lead 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 was in development for the local authority healthy weight declaration and plans to engage partners in developing their own declarations in support of this, which was paused due to COVID. Guidance to be sought from Health and Wellbeing Board as to when capacity will enable this work to re-start.



#### 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 Mental Health and Wellbeing Recovery Cell and the VCS Befriending Group.</p> <p>Actions include: Suicide awareness training for befriending providers and Community Hub staff, Draft Evaluation of Rotherham Heroes programme completed in advance of presentation to SLT in May, along with Valuing Volunteers Policy for Council, The Great Big Rotherham To-Do List, Befriending providers discussing and sharing best practice on staff wellbeing and recovery at their meetings.</p>
	4.2	Relaunch MECC training around loneliness.				Phillip Spencer, Public Health Practitioner,		The MECC training has been updated to reflect referral routes, case studies and the

					RMBC Ruth Fletcher-Brown, Public Health Specialist, RMBC		impact of the pandemic. Training rollout about to commence.
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>The group are looking at recovery and how the services will continue to support people in this next phase.</p>
4.4	Develop and deliver a communications and engagement plan to raise awareness around loneliness and befriending.				Gordon Laidlaw, Head of Communications Rotherham CCG and Rotherham Integrated Care		Work is progressing on the Great Big Rotherham To-Do List. This is about capturing ways people have kept themselves resilient, many of which come under the Five

					Partnership (ICP)  Diane Clarke, Account Manager Adult Care, Housing and Public Health, RMBC		Ways to Wellbeing. These ideas will be used in a resource which will celebrate this and encourage everyone to keep doing these things going forwards. It will be a resource suitable for the whole life course with ideas to do at home and around Rotherham.  The Comms and Engagement group are working on a 2021 comms plan, which includes a focus on loneliness and social isolation.
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.			Polly Hamilton, Assistant Director, Culture, Sport and Tourism, RMBC  Leanne Buchan, Head of Creative Programming and Engagement, RMBC		An estimated 400,000 people have engaged in the Rotherham Together programme over the seven months of activities. The programme launched on 4th September to coincide with what would have been Rotherham Show, delivering the Wildflower Park land art installation at Clifton Park, a Demonstration of Thanks in the town centre and the Life in Lockdown exhibition at the Museum. Other events have

							<p>included Black History Month, Christmas Activities, and Chinese New Year Celebrations.</p> <p>No Leotard Necessary is a programme of outdoor activity aimed at supporting continued physical exercise during lockdown and has been running across all monthly programmes. Sparks of Joy is a programme of small, contained pop-up performances in care home settings ran throughout March.</p> <p>The Rotherham Together Programme came to an end in March 2021.</p>
4.7	Co-design targeted activities in libraries to those groups which have been identified as part of the Health and Wellbeing review.				<p>Polly Hamilton, Assistant Director, Culture, Sport and Tourism, RMBC</p> <p>Zoe Oxley, Head of Operations and Business Transformation, RMBC</p>		<p>Libraries have provided a number of virtual events and activities for children and families including stories, rhymetimes and craft sessions. They have also started an online book club for home educated children who have been particularly isolated this year due to many of their normal group activities being cancelled. For adults the libraries have linked in with a national Reading Friends initiative and have been making regular telephone calls to</p>

							<p>participants to talk about books and reading.</p> <p>As part of another project the libraries have been encouraging people to have a go at creative writing, with some fantastic video workshops with a local author and performer Ray Hearne. Library Shared Reading groups in conjunction with The Reader have also managed to continue virtually over the last year.</p> <p>Throughout most of the pandemic libraries have been regularly delivering books and audio books to customers of the Home Library Service, many of whom have been shielding, and who have really appreciated receiving their reading material. The School Library Service have also continued to deliver books and resources to schools, along with virtual reading initiatives and topic sessions.</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.				<p>Steve Adams, Group Manager, South Yorkshire Fire and Rescue</p> <p>Toni Tranter, Partnership</p>	<p>A meeting took place between South Yorkshire Fire and Rescue and the Council in May 2021. This was a positive meeting which also highlighted areas of opportunities for partnership working wider than</p>

					Manager, South Yorkshire Fire and Rescue		the Council. This will be pulled together by leads within the Council and sent over to Toni Tranter to commence work on creating referral pathways. This meeting also led to the attendance of the RMBC Homecare provider monthly meeting. Feedback will be given on which providers sign up/re-engage.
	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 took place in March 2021, which brought together board representatives to discuss mental health as a key crosscutting issue. Work is taking place to progress the actions from this workshop.

## 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		The mental health impact assessment is complete but can be added to as and when new data emerges. It will be linked into the relevant JSNA pages. It has been shared with the Mental Health and Wellbeing Recovery Cell.
	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. The findings of this workshop will feed into the Health Inequalities and Prevention Enabler Group.
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 was 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	The refreshed JSNA will come to the May Health and Wellbeing Board.