

# **Rotherham Health and Wellbeing Strategy Action**

## **Plan:**

September 2021-March 2023

## Contents

Introduction.....	3
Health and Wellbeing Strategy aims and priorities.....	4
Action plans:	
Aim 1: All children get the best start in life and go on to achieve their full potential.....	5
Aim 2: All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life.....	7
Aim 3: All Rotherham people live well for longer.....	9
Aim 4: All Rotherham people live in healthy, safe and resilient communities.....	11
Cross-cutting priorities.....	13

## Introduction

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

Health and Wellbeing Board members have confirmed that these aims are still relevant and should be the key drivers of partnership activity. However, it was agreed in May 2021 that the time was right to review the strategic priorities of the board, building on the previous refresh that took place in November 2020.

The strategic priorities outlined within this document will run to March 2023 (with flexibility to review at an earlier stage if required.) This document also includes an action plan to oversee delivery against these priorities; this will be a 'live' plan which will be updated on an iterative basis. 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 informed by data and intelligence, including the JSNA. The priorities are also informed by engagement with board members and are based on an understanding that the impacts of the coronavirus pandemic continue to be felt across local communities and within partner organisations. Therefore, the Health and Wellbeing Board's approach as a partnership will need to remain flexible and responsive to emerging needs.

## Health and Wellbeing Strategy aims and priorities

### Four aims

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

Develop our approach to give every child the best start in life.

Support children and young people to develop well.

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

Deliver the Better Mental Health for all Strategy.

Deliver the Rotherham Suicide Prevention and Self-Harm Action Plan and further enhance crisis support services.

Promote positive workplace wellbeing for staff across the partnership.

Enhance access to mental health services.

**Aim 3: All Rotherham people live well for longer.**

Ensure support is in place for carers.

Support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs and alcohol.

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

Deliver a loneliness plan for Rotherham.

Promote health and wellbeing through arts and cultural initiatives.

Ensure Rotherham people are kept safe from harm.

Develop a borough that supports a healthy lifestyle.

### Twelve strategic priorities

### Cross-cutting priorities

#### Underpinned by cross-cutting priorities, including:

- Delivering the JSNA and PNA as part of the statutory duties of the board.
  - Working in partnership to maximise social value.
- Assessing and responding to the impacts of the COVID-19 pandemic.

## 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	Delivery group or lead organisation	Lead(s)
Cross-cutting	1.1	Work with Health and Wellbeing Board partners to develop a 'Best Start and Beyond' strategy. *  *N.B. the strategy will be developed in five stages.	April 2022 – stage one developed  April 2023 – complete strategy developed	First 1001 Days Group (to be set up)	Alex Hawley, RMBC
	1.2	Deliver the 0-19 service with a universal offer to support all children and young people and their families, with an enhanced offer for those that need it, ensuring that there is equality across the service.	Ongoing for the duration of the plan	TRFT	Alison Cowie, Head of Nursing Children's Services, TRFT
Develop our approach to give every child the best start in life.	1.3	Develop a local action plan to deliver on the first 1001 days.	September 2021	ICP Place Board	Alex Hawley, RMBC
	1.4	Develop a breast-feeding friendly charter and campaign for Health and Wellbeing Board partners to sign up to.	November 2021	First 1001 Days Group (to be set up)	Alex Hawley, RMBC
	1.5	Work with the LMS with the aim to achieve 35% of women on a continuity of carer pathway by March 2022.	March 2022	TRFT	Sarah Petty, Head of Midwifery, TRFT
Support children and young people to	1.6	Review the childhood obesity pathway.	Review of current pathway – March 2022	Public Health, RMBC	Alex Hawley RMBC

develop well.			Review of recommissioned 0-19 pathway – April 2023		
	1.7	Explore opportunities to increase the number of schools in Rotherham with the Food for Life award.	October 2021	RMBC	Best Start - Public Health Specialist, RMBC
	1.8	Deliver against PHE funding to develop a team around the school model of working and report learning to the Health and Wellbeing Board.	July 2022	RMBC	Nathan Heath, RMBC
	1.9	Develop the response to the final COVID survey report, including promoting what young people can do to support their own mental health, delivering actions within schools and developing our partnership response to the findings.	March 2022	TBC	Nathan Heath, RMBC
	1.10	Deliver the SEND development plan.	Ongoing	RMBC	Nathan Heath, RMBC

## 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)
Promote better mental health and wellbeing for all Rotherham people.	2.1	Sign up to the Public Health England prevention concordat for better mental health as a Health and Wellbeing Board.	March 2022	Better Mental Health for all Group	Ruth Fletcher-Brown, RMBC
	2.2	Develop and deliver a communications campaign centred around various themes to promote 'self-help', early intervention, and prevention.	March 2022	ICP Comms and Engagement Group and Better Mental Health for all Group	Gordon Laidlaw, CCG & Diane Clarke, RMBC
Take action to prevent suicide and self-harm.	2.3	Deliver training to 100 people across the partnership on self-harm and suicide prevention awareness.	March 2022	Rotherham Suicide Prevention and Self Harm Group	Ruth Fletcher-Brown, RMBC
	2.4	Launch the Be the One campaign focussed on women.	September 2021	Rotherham Suicide Prevention and Self Harm Group	Ruth Fletcher-Brown & Diane Clarke, RMBC
	2.5	Hold the Suicide Prevention Symposium, develop action plan in light of new priorities and implement.	October 2021	Rotherham Suicide Prevention and Self Harm Group	Anne Marie Lubanski & Ruth Fletcher-Brown, RMBC
Promote positive workplace wellbeing for	2.6	Ensure Health and Wellbeing Board partners are signed up to the Be Well @ Work award.	Ongoing	Better Mental Health for all Group	Colin Ellis, RMBC
	2.7	Deliver the workplace project as part of the better	March 2022	RMBC	Colin Ellis and

staff across the partnership.		mental health for all fund and identify learning.			Jacqueline Wiltschinsky, RMBC
Enhance access to mental health services.	2.8	Develop an action plan to enhance the access to IAPT for BAME groups, older people, unemployed and those who are post-COVID.	March 2022	ICP Mental Health, Learning Disabilities and Neuro-developmental Care	Kate Tufnell, CCG
	2.9	Deliver an IAPT provision communications plan.	March 2022	ICP Mental Health, Learning Disabilities and Neuro-developmental Care	Kate Tufnell and Gordon Laidlaw CCG



### Aim 3: All Rotherham people live well for longer

Board sponsors: Sharon Kemp, Chief Executive, Rotherham Metropolitan Borough Council and Michael Wright, Deputy Chief Executive, The Rotherham NHS Foundation Trust

Priority	#	Milestones	Timescale	Delivery group or lead organisation	Lead(s)
Ensure support is in place for carers.	3.1	Support the stabilisation of voluntary sector carers groups/services.	March 2022 (as part of delivery of area of focus 1 of the carer's strategy)	Unpaid Carers Group	Jo Hinchliffe, RMBC
	3.2	Strengthen the unpaid carers group meetings.	March 2022 (as part of delivery of area of focus 1 of the carer's strategy)	Unpaid Carers Group	Jo Hinchliffe, RMBC
	3.3	Establish a voice, influence, and engagement task group with a focus on the health and wellbeing of carers.	March 2022 (as part of delivery of area of focus 1 of the carer's strategy)	Unpaid Carers Group	Jo Hinchliffe, RMBC
	3.4	Refresh information, advice and guidance available to carers, including the launch of the carers' newsletter.	March 2022 (as part of delivery of area of focus 1 of the carer's strategy)	Unpaid Carers Group	Jo Hinchliffe, RMBC
Support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and	3.5	Review delivery of enhanced tier 2 weight management service, being delivered as part of the PHE Adult WM Grant Programme.	March 2022	RMBC Public Health	Michael Ng / Kate Green, RMBC
	3.6	Undertake health needs assessments for healthy weight and tobacco.	January 2022	Public Health	Jessica Dunphy and Kate Gray, RMBC
	3.7	Identify and treat inpatient smokers as part of the QUIT	End of October	The Rotherham	Trevor Ripley,

drugs and alcohol.		programme with: <ul style="list-style-type: none"> <li>• 30% of inpatient smokers prescribed nicotine replacement therapy within 24 hours of admission</li> <li>• 50% of inpatient smokers referred to Trust Tobacco Treatment Advisors within 24 hours of admission</li> </ul>	2021	Foundation Hospital Trust	Healthy Hospitals Manager, TRFT
	3.8	Offer the free smoking cessation service to all hospital staff as part of the QUIT programme.	End of October 2021	The Rotherham Foundation Hospital Trust	Trevor Ripley, Healthy Hospitals Manager, TRFT
	3.9	Increase the number of non-opiate and alcohol treatment completions in line with PHE Average.	September 2021-March 2023	RMBC- Public Health	Jacqui Wiltschinsky and Anne Charlesworth. RMBC
	3.10	Review and establish the drug-related death pathway to identify improvements across the system.	September 2021-March 2023	RMBC- Regeneration and Environment working with Public Health	Sam Barstow and Anne Charlesworth, RMBC
	3.11	Deliver against funding from PHSE to support frequent attenders to ED with complex Alcohol and Mental Health needs through a newly established outreach team.	March 2022	The Rotherham Foundation Hospital Trust	Amanda Marklew, TRFT

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

Board sponsors: 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 or lead organisation	Lead(s)
Deliver a loneliness plan for Rotherham.	4.1	Launch and deliver MECC training on loneliness, with a target to reach 150 people.	September – March 2022	Public Health, RMBC	Phillip Spencer, RMBC
	4.2	To deliver the Public Health England (PHE) Better Mental Health Fund Befriender project.	July 2021- April 2022	VCS working with Public Health, RMBC	Ruth Fletcher-Brown, RMBC and organisation that is awarded the contract (TBC)
	4.3	Develop a communications and engagement plan to address loneliness and deliver this plan working with VCS and wider partnership.	September-March 2022	RMBC Comms working with VCS and other partner organisations	Diane Clarke, RMBC working with VCS and other partner organisations
Promote health and wellbeing through arts and cultural initiatives.	4.4	Deliver Rotherham Show as a three-day festival, including implementing additional COVID secure measures to reassure residents and instil confidence.	September 2021	RMBC with community partners	Leanne Buchan, RMBC
	4.5	Develop a cultural programme using COMF funding targeting over 55s to support physical and mental reconditioning.	Autumn-March 2022	RMBC	Leanne Buchan, RMBC
	4.6	Launch a Rotherham Year of Reading event which will target disadvantaged pupils.	January 2022	RMBC	Zoe Oxley, RMBC
	4.7	Utilise libraries as death positive spaces, where the public can have conversations around loss, grief, end	March 2023	RMBC	Zoe Oxley, RMBC

		of life planning and legacy.			
Ensure Rotherham people are kept safe from harm.	4.8	Embed the Home Safety Partnership Referral Scheme with key partners in Rotherham.	March 2022	South Yorkshire Fire and Rescue	Steve Adams and Toni Tranter, South Yorkshire Fire and Rescue
	4.9	Work with other partnership boards on crosscutting issues relating to safety and safeguarding.	Ongoing for the duration of the plan	Rotherham Together Partnership Safeguarding Board Chairs Group	Board chairs, RTP
Develop a borough that supports a healthy lifestyle.	4.10	Undertake a review of the strategic positioning of physical activity in Rotherham.	December 2021	Yorkshire Sport Foundation	Sam Keighley, Yorkshire Sport Foundation (supported by Kate Green, RMBC)
	4.11	Deliver a range of programmes to welcome women and girls into football, focussing on under-represented groups.	Ongoing for the duration of the plan (up to July 2023)	WEuro'22 Rotherham Legacy Group	Chris Siddall, RMBC
	4.12	Use football to encourage more women and girls to adopt and maintain a healthier lifestyle.	Ongoing for the duration of the plan (up to July 2023)	WEuro'22 Rotherham Legacy Group	Chris Siddall, RMBC
	4.13	Complete public consultation on the draft Cycling Strategy and present the final draft for approval.	October 2021	RMBC	Andrew Moss, RMBC

### Cross-cutting priorities

Priority	#	Milestones	Timescale	Delivery group or lead organisation	Lead(s)
Work in partnership to maximise social value across the borough.	5.1	Undertake a baselining assessment regarding social value through the Rotherham Anchor Network.	March 2022	Rotherham Anchor Network	Karen Middlebrook, RMBC
Assess and respond to the impact of the COVID-19 pandemic.	5.2	Commission State of the Sector Research to understand the impact of the pandemic on the voluntary and community sector.	Early 2022	Voluntary Action Rotherham	Shafiq Hussain, VAR
	5.3	Update the GISMO directory, taking into account the impact of the pandemic of voluntary and community sector organisations.	End of September – 50% updated End of December – 75% updated End up of March 2022 – 100% updated	Voluntary Action Rotherham	Shafiq Hussain, VAR
Develop the Pharmaceutical Needs Assessment.	5.4	Host stakeholder consultation to support needs assessment	January 2022	Public Health, RMBC	Gilly Brenner, RMBC
	5.5	Publish updated Rotherham Pharmaceutical Needs Assessment	September 2022	Public Health, RMBC	Gilly Brenner, RMBC
Work in partnership to further develop the Rotherham Data Hub and assess population	5.6	Establish a partnership steering group to prepare the 2021/22 JSNA.	December 2021	Public Health, RMBC	Gilly Brenner, RMBC
	5.7	Refresh the JSNA for 2021/22.	April 2022	JSNA steering group	Gilly Brenner, RMBC

health.					
---------	--	--	--	--	--

DRAFT