

Health and Wellbeing Board priority refresh

22nd September

www.rotherham.gov.uk

Rotherham
Metropolitan
Borough Council 

Refresh of priorities

- As agreed at the last Health and Wellbeing Board meeting, the four key aims set out within the Health and Wellbeing Strategy will remain the headline outcomes that the board is working towards.
- The underpinning priorities will now be refreshed. It is proposed that the new priorities run until March 2023 to align with financial years – (with flexibility to refresh priorities sooner if required.)
- It is proposed that the Health and Wellbeing Strategy delivery plan will be updated based on these priorities – (additional milestones and actions may need to be agreed at appropriate intervals for the latter part of the plan period.)



Strategy principles

- **Reduce health inequalities** by ensuring that the health of our most vulnerable communities, including those living in poverty and deprivation and those with mental health problems, learning or physical disabilities, is improving the fastest
- **Prevent physical and mental ill-health** as a primary aim, but where there is already an issue, services intervene early to maximise impact
- **Promote resilience and independence** for all individuals and communities
- **Integrate commissioning** of services to maximise resources and outcomes
- **Ensure pathways are robust**, particularly at transition points, so that no one is left behind
- **Provide accessible services** to the right people, in the right place, at the right time.



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

Previous priorities (November 2020- June 2021)

Develop our strategy for a positive first 1001 days.

Support positive mental health for all children and young people.

Support children and young people to achieve their full potential.

Proposed priorities (July 2021-March 2023)

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

Support children and young people to develop well.

Board sponsors: Suzanne Joyner (RMBC) and Dr Jason Page (RCCG)

The new priorities that are being proposed have been consolidated and are broader in focus:

- **Best start** – this priority will include alignment with first 1001 days work within the Place Plan.
- **Developing well** – this will align with other aspects of the Place Plan, including mental health and wellbeing, SEND, LAC and transitions.
- This priority will also encompass other key partnership priorities, including work to tackle childhood obesity.

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

Previous priorities (November 2020- June 2021)

Deliver the Better Mental Health for All Strategy.

Deliver the Rotherham Suicide Prevention and Self-Harm Action Plan.

Promote positive workplace wellbeing for staff across the partnership.

Proposed priorities (July 2021-March 2023)

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 community Mental Health services.

Board sponsors: Kathryn Singh (RDaSH)

- 2021-23 Priorities Continued
- Focus on IAPT and crisis support.

Aim 3: All Rotherham people live well for longer

Previous priorities (November 2020-June 2021)

Build a social movement to support local people to be more physically active.

Ensure support is in place for carers.

Develop a whole-systems approach to tackling obesity in Rotherham, with consideration of the impact of COVID-19.

Proposed priorities (July 2021-March 2023)

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.

Board sponsors: Sharon Kemp (RMBC) and Michael Wright (TRFT)

- Michael Wright will be joining as co-sponsor.
- Based on evidence from the JSNA, tobacco has been raised as an important priority. It has also been commented that action around drugs and alcohol was a gap within the previous plan.
- Aim 3 will therefore include a focus on lifestyle interventions aimed at: tobacco, obesity and drugs and alcohol.
- There will be a close relationship between aims 3 and 4. Social movement around physical activity will now sit in aim 4.

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

Previous priorities (November 2020-June 2021)

Delivery of a loneliness plan for Rotherham.

Promote health and wellbeing through arts and cultural initiatives.

Ensure Rotherham people are kept safe from harm.

Proposed priorities (July 2021-March 2023)

Delivery of 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.

Board sponsors: Steve Chapman (SYP) and Paul Woodcock (RMBC)

- We will maintain our focus on our three previous priorities, around loneliness, arts and culture and keeping Rotherham people safe from harm.
- We will also focus on ensuring that Rotherham as a place supports healthy lifestyles, through:
 - Promoting active travel.
 - Building on the social movement around physical activity, including using the Women's Euros as a focal point of activity.
 - Delivering against the Local Authority Declaration on Healthy Weight.

Cross-cutting priorities

Previous priorities (November 2020- June 2021)

Work with the Local Outbreak Engagement Board to ensure the negative impacts on health and wellbeing from COVID are minimised.

Develop our understanding of the impact of COVID-19 on our communities and on health inequalities.

Deliver on Phase 2 of the Joint Strategic Needs Assessment, capturing the impact of COVID-19.

Proposed priorities (July 2021-March 2023)

Use partners' roles as anchor institutions to promote social value across Rotherham.

Assess and respond to the impact of the COVID-19 pandemic.

Develop the Pharmaceutical Needs Assessment.

Work in partnership to further develop the Rotherham Data Hub and assess population health.

- Work is taking place to build an anchor network – there may be opportunities to link this with other priorities e.g. healthy weight declaration.
- VAR have identified actions to contribute to the plan, including State of the Sector research and updates to Gismo.
- Delivering on PNA and JSNA duties.

Engagement with board members

- Maintaining alignment with the Place Plan remains a priority.
- Activity to reduce the health burden from tobacco, drugs, and alcohol should feature within the plan.
- The relationship between the Health and Wellbeing Board's priorities and the priorities of other partnership boards, such as the Safer Rotherham Partnership should be considered.
- Childhood obesity should be captured as part of the aim 1 section of the plan.
- Work around SEND and Youth Offending Provision should also be incorporated within aim 1.
- There was some discussion regarding the overlap between aims 3 and 4 and where activity should sit. It was emphasised that lifestyle interventions should sit within aim 3 and developing a borough that supports healthy lifestyles should sit within aim 4.
- A priority around partners' roles as anchor institutions and promoting social value should be included.



Role of board sponsors

- Additionally, some feedback was received regarding the current position with board sponsors. It was noted that:
 - The role of board sponsors could be clearer, and it would be useful to have a document that sets this out in further detail.
 - Having a better balance of board sponsors from all partner organisations would be desirable, to ensure that all partners of the board are able to take a leading role.
 - There is currently no board sponsor for the cross-cutting priorities and aim 2 is the only aim with a single board sponsor (rather than two)



Recommendations

- Discuss and agree the refreshed strategic priorities and provide feedback on the draft action plan.
- Discuss the feedback from the engagement with board members regarding board sponsors.
- Agree for a memorandum of understanding to be produced which outlines the role of Health and Wellbeing Board sponsors.

