

Health and Wellbeing Strategy Action Plan: Update to board, November 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
Cross-cutting	1.1	<p>Work with Health and Wellbeing Board partners to develop a ‘Best Start and Beyond’ strategy. *</p> <p>*N.B. the strategy will be developed in five stages.</p>	<p>April 2022 – stage one developed</p> <p>April 2023 – complete strategy developed</p>	Alex Hawley, RMBC		Initial stakeholder workshop held in October, with agreement to map pathways. Follow-up meeting planned for December to progress. Pathway-mapping exercise (using tool previously deployed by Early Years) planned for new year.
	1.2	<p>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.</p>	Ongoing for the duration of the plan	Alison Cowie, Head of Nursing Children’s Services, TRFT		<p>Universal service offer provided to all families – all mandated visits are above defined target – although new birth visits for first time parents is slightly below target – this was impacted by Covid, however recent changes to practice should address this. Maintaining continuity from antenatal contacts can also impact on this however this is seen as beneficial for the families so this will continue to impact on the target.</p> <p>The enhanced targeted offer</p>

						continues to provide support to more vulnerable families through the Young Parents Team, European Migrant Team and Early Attachment Team. Through Evolve young people subject to CSE/CCE are supported and currently developing pathways to support young people within YOT. There is also a Universal Partnership Plus Team supporting significantly vulnerable families or who are Looked After are offered a high-level service to review health and development and offer support.
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	Alex Hawley, RMBC		Action plan will be developed through Best Start Strategy.
	1.4	Develop a breast-feeding friendly charter and campaign for Health and Wellbeing Board partners to sign up to.	November 2021	Alex Hawley, RMBC		Inclusion of targets for recruitment of premises as unicef Baby Friendly Initiative accredited included within draft 0-19s specification. Exploring further options, e.g. for a local scheme for BF-friendly premises.
	1.5	Work with the LMS with the aim to achieve 35% of women on a continuity of carer pathway by March 2022.* *New wording for action: Work with	March 2022 March 2023	Sarah Petty, Head of Midwifery, TRFT		The national target has now changed, and continuity of carer will now be the default model by March 2023. TRFT

		the LMS to ensure continuity of carer is the default model by March 2023.				are in the process of developing the plan currently, with a focus on targeting the most vulnerable communities in Rotherham, particularly those from deprived communities and ethnic minority groups.
Support children and young people to develop well.	1.6	Review the childhood obesity pathway.	Review of current pathway – March 2022 Review of recommissioned 0-19 pathway – April 2023	Alex Hawley RMBC		Draft Healthier Weight and Physical Activity Health Needs Assessment 2021 for children and adults includes description of 4 Tiers of weight management services. Whilst there are some gaps in current service provision, proposing to broaden this action to one of reviewing the whole strategy/approach - to be a more holistic and prevention-led, and to embed within Best Start and Beyond Strategy.
	1.7	Explore opportunities to increase the number of schools in Rotherham with the Food for Life award.	October 2021	Best Start - Public Health Specialist, RMBC		Public Health have liaised with catering services to explore opportunities and RMBC services have achieved a Food for Life award. Further opportunities to improve food available in schools are being explored.
	1.8	Deliver against PHE funding to develop a team around the school model of working and report learning	July 2022	Nathan Heath, RMBC		Pilot to roll out from November 2021 to March 2022.

		to the Health and Wellbeing Board.				
	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	Nathan Heath, RMBC		<p>The final response to the COVID survey report has been shared with schools and partners.</p> <p>In response to this, several schools have responded to advise they are implementing new practices, including strategies to support children and young people with how they can support their own mental health.</p> <p>Responses received from partners have included the sharing of NHS Guidance for children and young people's mental health by health colleagues including how parents and carers can access services, and self-care recommendations for young people. In addition, the VAR CYPS Consortium has commenced a 6 month 'Response' project which will include actions to address findings from the surveys.</p>
	1.10	Deliver the SEND development plan.	Ongoing	Nathan Heath, RMBC		SEND Ofsted/CQC written statement of action is in development with all stakeholders. This is to be published January 22, 2022.

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
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	Ruth Fletcher-Brown, RMBC		Office of Health Improvement and Disparities (OHID) are holding a workshop for LAs on the revised Concordat on the 11 th November. Officers from Rotherham will be in attendance.
	2.2	Develop and deliver a communications campaign centred around various themes to promote 'self-help', early intervention, and prevention.	March 2022	Gordon Laidlaw, CCG & Ben Pindar, RMBC		Communications activity is currently being undertaken to promote awareness around anxiety and the support available for people in Rotherham. A plan has been developed is being implemented the Integrated Care Partnership communications group throughout November and December 2021. A series of mental health self-help guides are being developed and will be available by mid-November via Rotherhive.
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	Ruth Fletcher-Brown, RMBC		A virtual suicide prevention training programme is being delivered, targeting Voluntary and Community Sector(VCS), police and primary care as priority groups. Suicide prevention awareness

						<p>sessions are being held for RMBC staff in November and December.</p> <p>Early Help staff are delivering self-harm awareness sessions.</p>
	2.4	Launch the Be the One campaign focussed on women.	September 2021	Ruth Fletcher-Brown & Ben Pindar, RMBC		<p>Campaign launch event was held on the 10th September. Staff from partner organisations attended. Staff were encouraged to use their own social media to share the campaign. A press release and social media posts were created. The campaign is being promoted across Rotherham. Campaign is being promoted again during Safeguarding Awareness week w/c 15th November.</p> <p>Campaign is referred to on local suicide prevention training.</p>
	2.5	Hold the Suicide Prevention Symposium, develop action plan in light of new priorities and implement.	October 2021	Anne Marie Lubanski & Ruth Fletcher-Brown, RMBC		<p>Symposium held on the 12th October attended by Professor Nav Kapur and partner organisations. Action plan is being developed based on the symposium, real time data and Coroners Audit report.</p>
Promote positive workplace wellbeing for staff across the partnership.	2.6	Ensure Health and Wellbeing Board partners are signed up to the Be Well @ Work award.	Ongoing	Colin Ellis, RMBC		<p>We still need partners to come forward and sign up to the award scheme. No movement on this yet.</p>
	2.7	Deliver the workplace project as part of the better mental health for all fund and identify learning.	March 2022	Colin Ellis and Jacqueline Wiltschinsky,		<p>This project is up and running and we have engaged with 44 SMEs to ask what support is needed around mental health.</p>

				RMBC		We are putting on training, producing a short training video, offering a toolkit and putting on webinars around specific suggested topics.
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	Kate Tufnell, CCG		<ul style="list-style-type: none"> Action plan development / mobilization underway. RDaSH IAPT service is part of the Rotherham Long-Covid pathway. Link established with 'Mental Health at Work Initiative'.
	2.9	Deliver an IAPT provision communications plan.	March 2022	Kate Tufnell and Gordon Laidlaw CCG		<ul style="list-style-type: none"> Joint IAPT Communications meeting established (RCCG, DCCG, RDaSH & IESO). RDaSH, IESO and RCCG all have ongoing communication plans in place to promote this provision via range of different media. Initial work undertaken to promote the Mental Health offer leaflets across the borough via COVID Vac centres, distribution to key partners, electronic versions of leaflet available on Rother Hive & CCG Internet page.

						<p>Further of promotion recently completed (circulation of leaflets to key partners)</p> <p>Mental Health Offer leaflet web link https://rotherhive.co.uk/wp-content/uploads/2021/04/RCCG-MH-A5-4pp-leaflet-digital-V3.pdf</p>
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Aim 3: All Rotherham people live well for longer

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

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
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)	Jo Hinchliffe, RMBC		This work is part of the refreshed carers strategy. Regular update meetings are in place. Mini-task groups have also been set up in order to ensure organisations have personalised support. The recovery plan is now being implemented.
	3.2	Strengthen the unpaid carers group meetings.	March 2022 (as part of delivery of area of focus 1 of the carer's strategy)	Jo Hinchliffe, RMBC		As part of the strategy, there is a refreshed approach to the governance framework, which will develop the unpaid carers group forum into 'The borough that cares strategic group'. Work has started to review the membership and Terms of Reference.
	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)	Jo Hinchliffe, RMBC		Initial meetings have taken place with Rotherham Carers Forum and Rotherham Parent Carers Forum. This work has reported into the Unpaid Carers Group and this will now become a

						dedicated voice, influence and engagement task group that reports into 'The borough that cares strategic group'. Further to this, once we are in the implementation phase of the refreshed carers strategy, a coproduction programme will be launched.
	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)	Jo Hinchliffe, RMBC		Work is still highly focussed on COVID-19 response and recovery. Plans are in place to develop the newsletter, but comms resources need to be identified.
Support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs and alcohol.	3.5	Review delivery of enhanced tier 2 weight management service, being delivered as part of the PHE Adult WM Grant Programme.	March 2022	Michael Ng / Kate Green, RMBC		The service is now started 01/10/2021; the first data submission for review will be available at the end of December.
	3.6	Undertake health needs assessments for healthy weight and tobacco.	January 2022	Jessica Dunphy and Kate Gray, RMBC		Work is on track to complete the needs assessments before January.
	3.7	Identify and treat inpatient smokers as part of the QUIT programme with: <ul style="list-style-type: none"> • 30% of inpatient smokers prescribed nicotine replacement therapy within 24 hours of admission • 50% of inpatient smokers referred to Trust Tobacco Treatment Advisors within 24 	End of October 2021	Healthy Hospitals Manager, TRFT		There are some reporting issues relating to QUIT data, which are in the process of being resolved. Mandatory reporting will start from December.

		hours of admission				
	3.8	Offer the free smoking cessation service to all hospital staff as part of the QUIT programme.	End of October 2021	Healthy Hospitals Manager, TRFT		There are some reporting issues relating to QUIT data, which are in the process of being resolved. Mandatory reporting will start from December.
	3.9	Increase the number of non-opiate and alcohol treatment completions in line with PHE Average.	September 2021-March 2023	Jacqui Wiltschinsky and Anne Charlesworth. RMBC		A service improvement plan was in place prior to September 2021. All front-line workers have been informed of the new targets and a restructure of staff roles to support people at various stages of treatment more effectively is in progress to support future outcomes. Data is currently unavailable for September and October 2021, however, the previous trends suggest a decline in successful completions. Following the implementation of the improvement plan, the service has experienced problems with staffing levels alongside an increased demand for treatment and recovery services following the pandemic. The service is trying to manage demand by transferring cases into primary care but at present

						<p>this is slow due to the need for face-face appointments before this can happen. Service exits and recovery also depend on community resources which are also not currently back at full capacity. At present, there is a risk of not meeting this milestone. Please note the service is ensuring the quality of delivery and safety of patients is not compromised.</p>
3.10	Review and establish the drug-related death pathway to identify improvements across the system.	September 2021-March 2023	Sam Barstow and Anne Charlesworth, RMBC			New employee is now in post and has begun engagement with partners and pathway development.
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	Amanda Marklew, TRFT			The funding is in place and recruitment is commencing in November for the outreach team. This will be a 12-month pilot from recruitment.

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
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	Phillip Spencer, RMBC		Work is currently on track having delivered the training to 103 people so far.
	4.2	To deliver the Public Health England (PHE) Better Mental Health Fund Befriender project.	July 2021- April 2022	Ruth Fletcher-Brown, RMBC and organisation that is awarded the contract (TBC)		The Rotherham Befriending Network has been commissioned to deliver the “Befriending Project- Addressing loneliness to protect the mental health of vulnerable groups” The contract lead for this project is Rotherham Federation and they have pulled together a partnership of providers who are all currently involved in the delivery of befriending services and/or supporting residents to address loneliness and isolation. The partners involved are: Live Inclusive, Rotherham Ethnic Minorities Alliance (REMA), Rotherham Parent

					<p>and Carers Forum (RPCF), YAWR Services, Age UK Rotherham, and Voluntary Action Rotherham (VAR). A community volunteer campaign called “Be A Good Neighbour” will be created to complement the support, and its aim is to foster/maintain the community spirit that has been evident throughout the pandemic encouraging residents to take part in small acts of kindness within our communities.</p> <p>The partnership has begun to identify those residents they are currently supporting who would benefit from the additional support this programme can offer. Rotherham Federation have also been in contact with a range of services operating across Rotherham who would be effective referral routes into the programme.</p>
4.3	Develop a communications and engagement plan to address loneliness and deliver this plan working with VCS and wider partnership.	September-March 2022	Ben Pindar, RMBC working with VCS and other partner organisations		Work has started to scope this plan and is on track to be delivered by March.

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	Leanne Buchan, RMBC		The event was delivered from 3 rd to 5 th September. Estimated audience of 90,000, of which 75% identified that this was the first event that they had attended since COVID restrictions were relaxed. Infection rates in Rotherham fell during the period of the Rotherham show delivery, indicating that the security measures were effective. The satisfaction rating was 98%, which was a rise from 96% from 2019.
	4.5	Develop a cultural programme using COMF funding targeting over 55s to support physical and mental reconditioning.	Autumn-March 2022	Leanne Buchan, RMBC		The programme is on track and in delivery. The first project within this programme is a care home choir who will be filmed and will be part of the Christmas light switch-on on 26 th November. Other projects are due to start in January 2022.
	4.6	Launch a Rotherham Year of Reading event which will target disadvantaged pupils.	January 2022	Zoe Oxley, RMBC		Draft plan in place for Libraries. Meeting arranged for 16th November with PH and RoSIS to agree launch date.
	4.7	Utilise libraries as death positive spaces, where the public can have conversations around loss, grief, end of life planning and legacy.	March 2023	Zoe Oxley, RMBC		Initial plan has been drawn up for Libraries. Next steps are to agree funding through Arts and Health programme.

Ensure Rotherham people are kept safe from harm.	4.8	Embed the Home Safety Partnership Referral Scheme with key partners in Rotherham.	March 2022	Steve Adams and Toni Tranter, South Yorkshire Fire and Rescue		A meeting with relevant stakeholders at RMBC will take place during November 2021 to discuss further development of the referral partnership.
	4.9	Work with other partnership boards on crosscutting issues relating to safety and safeguarding.	Ongoing for the duration of the plan	Board chairs, RTP		Work continues to maintain the partnership relationship between the safeguarding boards, and an update is scheduled for January 2022.
Develop a borough that supports a healthy lifestyle.	4.10	Undertake a review of the strategic positioning of physical activity in Rotherham.	December 2021	Sam Keighley, Yorkshire Sport Foundation (supported by Kate Green, RMBC)		Good progress being made - around 15 conversations have either taken place or planned with strategic leaders across Rotherham place so far. Sam attending HWbB 24 th Nov to share reflections and stimulate discussion about the direction of travel and next steps.
	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)	Chris Siddall, RMBC		Three sessions are currently in delivery/ development: <ul style="list-style-type: none"> • Sessions have started with three holiday camps in October Half term with activity then being delivered in local primary schools. This will lead to an afterschool programme in the New Year linking directly to community sessions

					<p>starting in Spring 2022.</p> <ul style="list-style-type: none"> • The number of primary schools is being increased who work with the Youth Sport Trusts “Girls School Sport Partnerships”. Numbers to be confirmed at the end of the academic year. • Work continues with REMA on a project focusing on a variety of women from Rotherham who are engaged in football. One individual is a pub landlady who is to start a pub team. This project is being designed and delivered by an all-female team including photographer and graphic designer.
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)	Chris Siddall, RMBC		Living a healthy lifestyle is covered in Educational settings across Rotherham. With more schools getting involved in the Girls Football School Partnership this will reach a wider audience.

						<p>Planning for the tournament's Fan Zones is ongoing and will be an opportunity to promote healthy lifestyles.</p> <p>A page will be set up on the Women and Girls Website, hosted by Rotherham United CST, linked to healthier lifestyles.</p>
	4.13	Complete public consultation on the draft Cycling Strategy and present the final draft for approval.	October 2021	Andrew Moss, RMBC		Public consultation has been completed and is being analysed prior to an approval report going to Cabinet in January 2022.

Cross-cutting priorities

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
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	Karen Middlebrook, RMBC		Conversations remain ongoing with partners to develop baselining assessment.
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	Shafiq Hussain, VAR		Due to go out January 2022.
	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	Shafiq Hussain, VAR		80% updated (as of 11 th November 2021.)
Develop the Pharmaceutical Needs Assessment.	5.4	Host stakeholder consultation to support needs assessment	January 2022	Gilly Brenner, RMBC		PNA steering group initiated and set to meet in November 2021. Will support agreement of process including consultation.
	5.5	Publish updated Rotherham Pharmaceutical Needs Assessment	September 2022	Gilly Brenner, RMBC		On track to deliver by next autumn.

Work in partnership to further develop the Rotherham Data Hub and assess population health.	5.6	Establish a partnership steering group to prepare the 2021/22 JSNA.	December 2021	Gilly Brenner, RMBC		Partnership steering group meeting for 21/22 held 14/10/21. Agreed refresh and priorities for 21/22 including small area data.
	5.7	Refresh the JSNA for 2021/22.	April 2022	Gilly Brenner, RMBC		On track, agreement across partners to provide refreshed content.