

Health and Wellbeing Strategy Action Plan: Update to board, January 2022

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 four stages.</p>	<p>April 2022 – stage one developed, focusing on 1001 Days as first component</p> <p>April 2023 – complete strategy developed</p>	Alex Hawley, RMBC		<p>Initial stakeholder workshop held in October, with agreement to map pathways.</p> <p>Follow-up meetings planned for December and January to progress.</p> <p>Pathway-mapping exercise will commence imminently. Draft questionnaire template designed for service to complete. 2 dedicated officers providing direct support.</p> <p>February workshops for discussing outcomes within 1001 Days.</p>
	1.2	Deliver the 0-19 service with a universal offer to support all children and young people and their families,	Ongoing for the duration of the plan	Alison Cowie, Head of		Universal service offer provided to all families - although the 12-15 year old

		<p>with an enhanced offer for those that need it, ensuring that there is equality across the service.</p>		<p>Nursing Children's Services, TRFT</p>		<p>Covid vaccination programme has impacted slightly on mandated contacts as the 0-19 service has supported the vaccination programme, this is being closely monitored. This will continue as the 2nd dose vaccinations need to start in January. Maintaining continuity from antenatal contacts can also impact on new birth visits, however this is seen as beneficial for the families but may impact on the defined target.</p> <p>The enhanced targeted offer 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.</p> <p>There is also a Universal</p>
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						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 Revised dates: April 2022 – stage one developed, focusing on 1001 Days as first component April 2023 – complete strategy developed	Alex Hawley, RMBC		Action plan will be developed through Best Start Strategy, see update in 1.1 above
	1.4	Develop a breast-feeding friendly charter and campaign for Health and Wellbeing Board partners to sign up to.	November 2021 Revised date: April 2022	Alex Hawley, RMBC		Inclusion of targets for recruitment of premises as unicef Baby Friendly Initiative accredited included within draft 0-19s specification. This is complete. Exploring further options, e.g. for a local scheme for BF-friendly premises.

						<p>Working with provider about continuity of care between midwifery and health visiting, with specific focus on support for breastfeeding.</p> <p>Public Health Specialist in post in Best Start portfolio from 1st January 2022, with specific focus on 1001 Days.</p>
	1.5	<p>Work with the LMS to ensure continuity of carer is the default model by March 2023. *</p> <p>*N.B. wording and date updated Nov 2021</p>	March 2023	Sarah Petty, Head of Midwifery, TRFT		<p>The national target has changed, and continuity of carer will now be the default model by March 2023. TRFT are in the process of developing the plan, with a focus on targeting the most vulnerable communities in Rotherham, particularly those from deprived communities and ethnic minority groups.</p>
Support children and young people to develop well.	1.6	Review the childhood obesity pathway.	<p>Review of current pathway – March 2022 complete</p> <p>Review of recommissioned 0-19 pathway – April</p>	Alex Hawley RMBC		<p>Draft Healthier Weight and Physical Activity Health Needs Assessment 2021 for children and adults includes description of 4 Tiers of weight management services.</p>

			2023 To embed within Best Start and Beyond Strategy (see 1.1)			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 to the Health and Wellbeing Board.	July 2022		Nathan Heath, RMBC		Pilot roll out from November 2021 to March 2022.
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		The final response to the COVID survey report has been shared with schools and partners. In response to this, several schools have responded to advise they are implementing

					<p>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) held a workshop for LAs on the revised Concordat in November. Officers from Rotherham attended. Public Health Specialist is working with Regional OHID lead on progressing this for Rotherham. The actual sign up to the Concordat will not be achieved by March 2022 but progress that the Board is working towards this will be evident.
	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 and was implemented by the Integrated Care Partnership

					<p>communications group throughout November and December 2021. Promotion continues into January to support people's mental health post-Christmas.</p> <p>A series of mental health self-help guides are now available via Rotherhive - https://rotherhive.co.uk/wellness-hive/ .</p>
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	<p>A virtual suicide prevention training course is being delivered, targeting Voluntary and Community Sector (VCS), police and primary care as priority groups. 72 people from across the partnership have attended this June-November 2021.</p> <p>Self-Harm Awareness sessions have been run by Early Help staff for parents and carers.</p> <p>In November and December, the PHS lead for suicide prevention and Mental Health Clinical Specialist (Safer Neighbourhood Team) delivered 4 suicide</p>

					<p>prevention sessions for RMBC Revs and Benefits Teams and a VCS community organisation.</p> <p>2 suicide awareness sessions were delivered during Safeguarding awareness week in November by the PHS Lead for suicide and RMBC Adult Safeguarding Lead. These were attended by staff from across the partnership.</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.</p> <p>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.</p> <p>Action plan is almost complete and will be circulated to partners for comment before sign off by Health and Wellbeing Board.</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		We still need partners to come forward and sign up to the award scheme. Still no real movement from partners on this.
	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, RMBC		<p>This project is up and running and we have engaged with 44 SMEs to ask what support is needed around mental health. We are putting on training, producing a short training video, offering a toolkit and putting on webinars around specific suggested topics. We have identified a provider and agreed a script for the training video. We have put in place some mental health webinars for staff and managers which are going ahead in January. We have also agreed a training session around</p>

						disability including mental health at work.
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'. • Work undertaken to raise awareness and enhance access to IAPT services for people from the deaf community.
	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

						<p>partners, electronic versions of leaflet available on Rother Hive & CCG Internet page. Further 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> <p>Refresh of the Mental Health Offer leaflet</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		<p>This work is part of the refreshed carers strategy and is being monitored via monthly meetings.</p> <p>Due to the Omicron variant some groups have again reduced face to face contact reverting back to virtual ways of working.</p> <p>Groups have received COMF which has and continues to help with buffering the impact of the pandemic.</p>
	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		The unpaid carers group is now identifying as "The Borough That Cares Strategic Group". Work is on-going in relation to membership and the Terms

						of Reference. A formal launch of this group coincides with the launch of the new strategic framework – April 2022
	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		The governance map has been to the strategic group and formal arrangements are being planned to ensure the task group is in place by the end of March 2002
	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. However, Plans are in place to develop the newsletter. A Comms Officer has been identified to support initial planning and conversations have occurred.
Support local people to lead healthy lifestyles, including reducing the health burden from	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 started 01/10/2021. In the first 3 months we have had over 250 people accessing Tier 2 weight management. The Tier programme is a 12-week programme. The first data submission to PHE for

tobacco, obesity and drugs and alcohol.						review submitted will be in January.
	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 end of 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 hours of admission 	End of October 2021	Healthy Hospitals Manager, TRFT		Due to technical issues with the QUIT data across the area the ICS has amended reporting deadlines until the end of January, therefore data will not be available for the January meeting but will be for the March meeting.
	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		Due to technical issues with the QUIT data across the area the ICS has amended reporting deadlines until the end of January, therefore data will not be available for the January meeting but will be for the March meeting.
	3.9	Increase the number of non-opiate and alcohol treatment completions in	September 2021-March 2023	Jacqui Wiltschinsky and Anne		Performance has continued to decline and a business continuity plan was put in

	line with PHE Average.		Charlesworth. RMBC		<p>place in December to place clients on a waiting list according to clinical priority to maintain safe and quality service levels. This is now easing as new staff are coming into post. The staff shortages may be the result of the national increase in funding which has meant no bank or interim staff have been found to fill vacancies.</p> <p>The new national strategy 'From Harm to Hope' comes with a continuation of grant funding and an escalator programme for areas that are struggling to deliver on the PHOF indicators. Rotherham is likely to benefit from this programme.</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		A draft process and governance structure will be presented to the review group in January.
3.11	Deliver against funding from PHSE to support frequent attenders to ED	March 2022	Amanda Marklew,		Recruitment has been delayed as having to go back

		with complex Alcohol and Mental Health needs through a newly established outreach team.		TRFT		to advert. Pilot has started by uplifting current support worker post to commence community outreach, with effect.
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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		Training delivered to 103 people by November 2021. A further 4 training sessions booked for January 2022, which should see us exceeding our target before the March deadline
	4.2	To deliver the Public Health England (PHE) Better Mental Health Fund Befriender project.	July 2021- April 2022	Ruth Fletcher-Brown, RMBC and Rotherham Federation		<p>The Rotherham Befriending Network has been commissioned to deliver the “Befriending Project- Addressing loneliness to protect the mental health of vulnerable groups”</p> <p>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</p>

					<p>services and/or supporting residents to address loneliness and isolation.</p> <p>The partners involved are: Live Inclusive, Rotherham Ethnic Minorities Alliance (REMA), Rotherham Parent and Carers Forum (RPCF), YAWR Services, Age UK Rotherham, and Voluntary Action Rotherham (VAR).</p> <p>Partners are supporting clients, several case studies have been collected illustrating the positive impact this project is having on people's lives. The next data submission date to OHID is on the 21st January 2022.</p> <p>Filming will commence this month for the community volunteer campaign called "Be A Good Neighbour" campaign.</p>
4.3	Develop a communications and engagement plan to address loneliness and deliver this plan	September-March 2022	Ben Pindar, RMBC working with		Discuss with befriending provider network group and link up with key campaigns

		working with VCS and wider partnership.		VCS and other partner organisations		around loneliness.
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		<p>The event was delivered from 3rd to 5th 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.</p> <p>Infection rates in Rotherham fell during the period of the Rotherham show delivery, indicating that the security measures were effective.</p> <p>The satisfaction rating was 98%, which was a rise from 96% from 2019.</p>
	4.5	Develop a cultural programme using COMF funding targeting over 55s to support physical and mental reconditioning.	Autumn-March 2022	Leanne Buchan, RMBC		<p>The programme is on track and in delivery. The first project within this programme was Care Home Choir which was delivered as part of the Rotherham Christmas Campaign and included performances at the</p>

						Lights Switch On and a touring programme across the borough. Further activities will be delivered between January and March including: Circus Elders (physical reconditioning using circus skills), a performance of Good Grief at Rotherham Civic Theatre with an associated Death Café pop-up exploring themes of grief, loss and loneliness, a photography project celebrating Age Positivity in libraries and an intergenerational programme at Clifton Park Museum celebrating the role of grandparents.
	4.6	Launch a Rotherham Year of Reading event which will target disadvantaged pupils.	January 2022	Zoe Oxley, RMBC		A soft launch will take place with schools first week of January sharing a video. Currently in discussion with RoSIS/Public Health/Comms for a late Jan/Feb 2022 launch but due to the uncertainty around Covid the Public/PR launch date is

						subject to change.
	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		Funding has been approved to host four screenings that explore different perspectives on death and grief by the Ugly Bucket Theatre company due to take place Jan - Mar 2022 followed by an open discussion.
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		7.1.2022 – RMBC Adult Social Care staff to commence with Safe & Well Referral training from January 2022.
	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 safeguarding annual reports are shared with the Health and Wellbeing Board in January 2022.

<p>Develop a borough that supports a healthy lifestyle.</p>	<p>4.10</p>	<p>Undertake a review of the strategic positioning of physical activity in Rotherham.</p>	<p>December 2021</p>	<p>Sam Keighley, Yorkshire Sport Foundation (supported by Kate Green, RMBC)</p>		<p>Sam presented a report to HWbB on 24th Nov to share reflections and stimulate discussion about the direction of travel and next steps.</p> <p>HWbB prioritised 4 areas for partners to collaborate which will strengthen strategic positioning of physical activity in supporting healthy lifestyles and tackling health inequalities:</p> <ul style="list-style-type: none"> • All public sector anchor organisations doing what they can as employers to get and keep their workforces active. • Creating the conditions where social movements that normalise physical activity can flourish. • Training front line workers across multiple organisations (prevention, early
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						<p>intervention and clinical) to be confident to talk about and signpost people to being active.</p> <ul style="list-style-type: none"> • Strengthen local social prescribing structures; including building the confidence of G.P.'s and other prescribers to talk about the benefits of physical activity and refer
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			<p>Three sessions are currently in delivery/ development:</p> <ul style="list-style-type: none"> • Sessions during three holiday camps in October Half term with activity have been delivered in local primary schools. Potential to expand work through Holiday Activity Fund. An afterschool programme linking directly to community sessions has started in January 2022 with success.

					<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. Options explored for girls community teams at Wath.• Work continues with REMA on a project focusing on a variety of women from Rotherham who are engaged in football. One of them is a young girl of dual heritage who has ADHD. She plays in a youth girls team and uses football as an outlet for her ADHD. This project is being designed and delivered by an all-female team including photographer and graphic designer.• Seeking to deliver festivals and events between February and
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						July 2022
	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		<p>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> <p>Planning for the tournament's Fan Zones is ongoing and will be an opportunity to promote healthy lifestyles.</p> <p>A page has been 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 was completed, full cycling strategy going to January Cabinet.

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 a baselining assessment regarding procurement expenditure made with local suppliers.
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 QTR1 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 of March 2022 – 100% updated	Shafiq Hussain, VAR		80% updated (as of 11 th November 2021.) Further update to be provided in April 2022

Develop the Pharmaceutical Needs Assessment.	5.4	Host stakeholder consultation to support needs assessment	January 2022	Gilly Brenner, RMBC		Initial public consultation and pharmacy data checks on track for early in the new year.
	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. Refresh and priorities for 21/22 including small area data agreed and collation on track.
	5.7	Refresh the JSNA for 2021/22.	April 2022	Gilly Brenner, RMBC		On track, agreement across partners to provide refreshed content.