

Health and Wellbeing Strategy Action Plan: Update to board, March 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 lifecourse stages.</p>	<p>April 2022 – stage one developed, focusing on 1001 Days as first component</p> <p>April 2023 – complete strategy developed</p>	<p>Alex Hawley, RMBC</p> <p>CYP Lead to be identified</p>		<p>Progress paused to allow space for discussion regarding merging with Early Help strategy, which covers very similar ground. Service mapping and outcome workshops therefore suspended for the time-being.</p> <p>Agreed in principle that Best Start and Beyond framework would sit under broad Early Help system umbrella covering both health perspective and safeguarding perspective. This enables restart of processes to understand service provision with direct</p>

						<p>and indirect influence on children and families</p> <p>Ownership of actions and reporting lines will be set out clearly.</p> <p>Update to be presented to Health and Wellbeing Board in June.</p>
	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>	<p>Ongoing for the duration of the plan</p>	<p>Alison Cowie, Head of Nursing Children's Services, TRFT</p>		<p>Universal service offer provided to all families - although the 12-15 year old Covid vaccination programme has impacted slightly on mandated contacts as the 0-19 service has supported the vaccination programme, which has included the delivery of second doses.</p> <p>Maintaining continuity from antenatal contacts can also impact on new birth visit mandate time period, however this is seen as beneficial for the families but may impact on the defined target. There was consultation on this in</p>

					<p>relation to NICE guidance and the time period being extended but nothing has changed as yet</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 Partnership Plus Team supporting significantly vulnerable families, those who are Looked After are offered a high-level service to review health and development and offer support.</p>
Develop our approach to give every	1.3	Develop a local action plan to deliver on the first 1001 days.	April 2022 – stage one developed, focusing on 1001	Alex Hawley,	<p>Action plan will be developed through Best</p>

child the best start in life.			Days as first component April 2023 – complete strategy developed	RMBC		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.* *New wording for action: 'Breastfeeding Borough' declaration to be prepared, containing BF friendly places, BF policy, comms plan.	April 2022	Alex Hawley, RMBC		Exploring further options, e.g. for a local scheme for BF-friendly premises. Working with provider about continuity of care between midwifery and health visiting, with specific focus on support for breastfeeding. Inclusion of targets for recruitment of premises as UNICEF Baby Friendly Initiative accredited included within draft 0-19s specification. This is complete. To be signed off by Health and Wellbeing Board in June
	1.5	Work with the LMS to ensure continuity of carer is the default model by March 2023.	March 2023	Sarah Petty, Head of		The national target has changed, and continuity of carer will now be the default

				Midwifery, TRFT		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.
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 2023</p> <p>Embedded within Best Start and Beyond Strategy (see 1.1)</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> <p>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.</p>
	1.7	Explore opportunities to increase the number of schools in Rotherham with the Food for Life award.	October 2021	Best Start - Public Health		Public Health have liaised with catering services to explore opportunities and

				Specialist, RMBC		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		<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</p>

						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.
	1.10	Deliver the SEND development plan.	Ongoing	Nathan Heath, RMBC		SEND Ofsted/CQC written statement of action submitted and agreed by Ofsted early February 22.

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 and Ian Atkinson, Executive Place Director, Rotherham Clinical Commissioning Group

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		<p>Meeting with Regional OHID lead w/c 7th March to look at next steps.</p> <p>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.</p>
	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 & Aidan Melville, RMBC		<p>Communications activity continues to take place to promote awareness of anxiety and the support available for local people. Key messages have been shared encouraging people to talk, listen and care, centred on national awareness days such as Time to Talk. The mental health self-help guides, available via Rotherhive - https://rotherhive.co.uk/wellness-</p>

						hive/ , are being shared through local groups, partners and the business community.
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>This has been achieved through the following:</p> <ul style="list-style-type: none"> • Virtual suicide prevention training courses, 72 people trained to date across the partnership (targeting Voluntary and Community Sector (VCS), police and primary care as priority groups) • Self-Harm Awareness sessions have been run by Early Help staff for parents and carers. • In November and December, the PHS lead for suicide prevention and Mental Health Clinical Specialist (Safer Neighbourhood Team) delivered 4 suicide prevention sessions for RMBC Revs and Benefits Teams and a

						<p>VCS community organisation.</p> <ul style="list-style-type: none"> • 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. • Virtual Youth and Adult Mental Health First Aid courses attended by partner organisations.
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 medial 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</p>

						<p>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	Ben Anderson & Ruth Fletcher-Brown, RMBC		Action plan is with partners for consultation before sign off by Health and Wellbeing Board.
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. we are still wanting partners to come forward and sign up to the award scheme.
	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		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.

						<p>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 disability including mental health at work. training for managers and staff around mental wellbeing have been undertaken and were well received and well attended. The video is now in the draft stage and should be ready by next month. The resources are also being produced for SMEs and are likely to be available next month too. a training session around disability is being run in March at the football ground.</p>
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		<p>RDaSH IAPT Long-Covid pathway in place.</p> <p>Link established with 'Mental Health at Work Initiative'.</p> <p>BSL IAPT services for people from the deaf community now available in Rotherham.</p>

	2.9	Deliver an IAPT provision communications plan.	March 2022	Kate Tufnell and Gordon Laidlaw CCG		<p>Joint IAPT Communications meeting established (RCCG, DCCG, RDaSH & IESO) – ongoing communication process in place.</p> <p>RDaSH, IESO and RCCG all have ongoing communication plans in place to promote this provision via range of different media.</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 had 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

						<p>membership and the Terms of Reference.</p> <p>A formal launch of this group coincides with the launch of the new strategic framework – April 2022</p>
	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 planning and conversations have occurred.
Support local people to lead healthy lifestyles, including reducing the health	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 over 250 people accessed Tier 2 weight management. The Tier programme is a 12-week programme. The first data

burden from tobacco, obesity and drugs and alcohol.						submission to PHE for review submitted.
	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 by end of February.
	3.7	<p>Identify and treat inpatient smokers as part of the QUIT programme.</p> <p>with:</p> <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* <p>*update on measures to be paused, while work is ongoing to improve data quality and align reporting</p>	End of October 2021	Mike Smith, Healthy Hospitals Manager, TRFT		<ul style="list-style-type: none"> Services are being provided to acute inpatient areas, currently expanding to Urgent and Emergency Care Centre and Outpatient departments. Internal processes in place to support identification and referral of smokers. Staff engagement and communications to increase uptake. TRFT Smoke Free Site Policy currently under internal review. Significant challenges with

						current ICS data requirements for the service. Escalated to ICS, work ongoing.
	3.8	Offer the free smoking cessation service to all hospital staff as part of the QUIT programme.	End of October 2021	Mike Smith, Healthy Hospitals Manager, TRFT		October 2021, in-house support to staff wanting to stop smoking was commenced, providing both behavioural and pharmacology support for up to 12 weeks.
	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		There has been slight improvement and there remains the hope that new funding will be part of the performance transformation in this area. The new funding also brings the possibility that the targets will change.
	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		The draft process has now been agreed by the governance group and will be tested.

	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		Recruited to 3 posts, 1/3/22 shortlisted for the 4th post. Interview 14/3/22
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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		152 people have attended training sessions so far up to 14/02/2022
	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		<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 services and/or supporting</p>

					<p>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>At the time of the January return to OHID the project has seen 319 clients, 49% of the clients live in the 30% most deprived wards.</p> <p>Referrals into the project have come from a range of sources including council community services, social prescribing providers, VCS contacts, health centres, as well as through each partners own client base.</p> <p>Filming for the community volunteer campaign called "Be A Good Neighbour" campaign is almost complete. February – March</p>
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						2022 dissemination of the film and leaflet across networks and social media to reach the general public.
	4.3	Develop a communications and engagement plan to address loneliness and deliver this plan working with VCS and wider partnership.	September-March 2022	Aidan Melville, RMBC working with VCS and other partner organisations		Discuss with befriending provider network group and link up with key campaigns around loneliness. Delay in obtaining update due to change of lead officer
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 was Care Home Choir which was delivered as part of the Rotherham Christmas Campaign and included performances at the Lights Switch On and a touring programme across the borough. Further activities 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 video will be launched on World Book day 3rd March 2022, led by Rosis, to launch Rotherham Loves reading. This will include a section highlighting Libraries. All activities and events that are planned for this date will be updated onto the Forge platform. On World Book day as well as activities being planned at sites we have an event at Maltby Library with Author Suzy Senior to launch her new book. This info has been given to corporate comms for circulation. There were initial plans for a big event at Magna but due to staffing issues within Rosis, this wasn't feasible. The official launch will be the video on the 3rd March 2022.

	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		<p>The first two good grief screenings have now taken place at Mowbray and Swinton. The open discussion following the screening was welcomed and very well received. Feedback so far has been great and given attendees an opportunity to share their experiences of death and grieving. Further good grief and open discussion sessions are planned for Maltby and Riverside. In addition to this a death café has been scheduled for Friday 25th March at Boston Castle with plans also underway to have a tour follow on from this around the oldest cemetery in Rotherham at Moorgate. Following the end of this project feedback will be reviewed and meetings scheduled with relevant parties to look at what offer can continue within libraries. Libraires will also look to</p>
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						utilise the Libraries Connected tool kit on becoming a death positive library when it is published.
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		Work continues by SYFR Partnership Team to embed the referral scheme across more organisations.
	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, Safeguarding Adults annual report was shared with the Health and Wellbeing Board in January 2022, and the Safeguarding Children annual report will be shared at the March meeting.
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		Sam is currently having conversations with partners to secure resources to match Yorkshire Sport Foundation resources to create a post to lead this

				(supported by Kate Green, RMBC)		<p>work. This should be agreed by the end of February. The 4 priorities remain;</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 intervention and clinical) to be confident to talk about and signpost people to being active.• Strengthen local social prescribing structures; including building the
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						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		<ul style="list-style-type: none"> • A range of programmes are being advertised for International women's day on 7th March. • A STEM project is being worked up with local schools for May • 2 Pilot activities for "Soccercise" are in the planning at local leisure centres. • A current focus on activating the fanzones during the tournament. • 15x bursaries have been awarded to local females to become qualified coaches.
	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>The Women and Girls Website, hosted by</p>

						Rotherham United CST, has received further improvements this past quarter.
	4.13	Complete public consultation on the draft Cycling Strategy and present the final draft for approval.	October 2021	Andrew Moss, RMBC		Cycling Strategy approved at Cabinet in January.

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. Information from partners is expected in March.
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		South Yorkshire discussion to approach the SoS work from a SY perspective, still expected 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	Shafiq Hussain, VAR		80% updated (as of 11 th November 2021.) Further update to be provided in April 2022

			End of March 2022 – 100% updated			
Develop the Pharmaceutical Needs Assessment.	5.4	Host stakeholder consultation to support needs assessment	January 2022	Gilly Brenner, RMBC		Pharmacy data checks are ongoing and report preparation on track
	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.