Health and Wellbeing Strategy Action Plan 2021/22: Final update to board, June 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

Completed
On track
At risk of not meeting milestone
Off track
Not started

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
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 four lifecourse stages.	April 2022 – stage one developed, focusing on 1001 Days as first component	Alex Hawley, RMBC Helen Sweaton, CYPS (RMBC/CGG)		Best Start and Beyond framework will sit under broad Early Help system umbrella, and Steering Group (first meeting 13 th June) will be sub-group of Early Help Steering Group.
			April 2023 – complete strategy developed			Draft framework document sets out principles, key focus and outcomes against four life stages has been written and shared. This was to be presented to Health and Wellbeing Board in June, but is now delayed to September, to go to

				CYPS Directorate Leadership Team first. Actions in existing plans being drawn together to show leads, governance, relationship to framework, and to identify gaps. Timescales will be updated by the steering group.
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	Alison Cowie, Head of Nursing Children's Services, TRFT	Universal service offer provided to all families where the 5 mandated contacts are offered either at home or at a community venue, working in partnership with parents/carers to ensure early intervention and prevention takes place to afford children and young people the best start in life and so they can achieve their full potential. 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. The enhanced targeted offer continues to provide support to more vulnerable families though 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. Children and young people can also access support via school Nurse drop ins at schools to help address any health concerns that have been identified In addition WHAM will contact families of children and young people who have been identified as requiring intervention with weight management following the

					NCMP measurements at reception and Y6. 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.
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.	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 framework, see update in 1.1 above Timescales for action gap analysis to be established by BSaB Steering Group.
	1.4	'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. *Target has changed to March 2024.	March 2023 New national target: March 2024	Sarah Petty, Head of Midwifery, TRFT	The national target has changed, and continuity of carer will now be the default model by March 2024. 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	1.6	Review the childhood obesity pathway.	Review of current pathway – March	Alex Hawley RMBC	Draft Healthier Weight and Physical Activity Health Needs Assessment 2021 for children and adults includes

develop well.			Review of recommissioned 0-19 pathway – April 2023 Embedded within Best Start and Beyond Strategy (see 1.1)		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 to the Health and Wellbeing Board.	July 2022	Nathan Heath, RMBC	Pilot rolled out from November 2021 to March 2022. Six original Team Around the School (TAS) (421 pupils) identified has now

		completed. This has led to
		 Creation and digitalisation of Rotherham Sleep Sound Support. Monthly remote workshops for school/academy staff
		to access support from Education Psychology Services (EPS). • Access to the NHS and Ofsted endorsed Mental well-being
		and relationship programme, incl resource bespoke to Rotherham called myHappyMind.
		Weekly session provided by Specialist Inclusion Team linked to myHappyMind providing direct pupil and family support.

				Through adaption of the programme, we have been able to support a further extended group of Year 6 transition pupils. 49 further primary schools (2072 pupils) have been identified using the original data set to receive myHappyMind, Year 6 transition curriculum resources, the parent app and whole staff training and resources access.
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 new practices, including strategies to support children and young people with how they can support their own mental health.

				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.
1.10	Deliver the SEND development plan.	Ongoing	Nathan Heath, RMBC	Following SEND Ofsted/CQC Written Statement of Action submission and acceptance from Ofsted in February 2022, the implementation of the Written Statement of Action plan is in progress with four key subgroups developed and moving through monitored action plans. Quarterly meetings are in place with Department of Education

		and National Health Service England Improvement service to support and monitor the process of plans, this will remain in
		place up until SEND Local Area revisit from July 2023 onwards.

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

Completed
On track

At risk of not meeting milestone

Off track

Not started

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
Promote better mental health and wellbeing for all	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		OHID Yorkshire and Humber Mental Health Lead attending Better Mental Health for All meeting in June to discuss submission requirements.
Rotherham people.	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		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-hive/ , are being shared through local groups, partners and the business community.

Take action to prevent suicide and self-harm.		Deliver training to 100 people across the partnership on self-harm and suicide prevention awareness.	March 2022	Ruth Fletcher- Brown, RMBC	 Virtual suicide prevention training courses, 84 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 VCS community organisation. 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 &	Campaign launch event was held on the 10 th September. Staff from partner organisations attended. Staff were encouraged to use their own social medial to share the campaign. A press

				Ben Pindar, RMBC	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 15 th November. Campaign is referred to on local suicide prevention training.
	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	Symposium has been held. Action plan to be signed off by the Health and Wellbeing Board at June meeting.
Promote positive workplace wellbeing for staff across the	2.6	Ensure Health and Wellbeing Board partners are signed up to the Be Well @ Work award.	Ongoing	Colin Ellis, RMBC	We are still wanting partners to come forward and sign up to the award scheme. This is still the case – we need partners to come forward and sign up to the scheme, TRFT have agreed to renew their award and we will be working together on this.
partnership.	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 has been delivered and final data submission will be made by the end of June. We have engaged with 44 SMEs to ask what support is needed around mental health. Training took place and was well received. A video has been produced and we are looking to put this on a platform for anybody to access. We will be sending this out to all organisations and encouraging them to use as part of training and/or inductions. We have some

					resources which we will continue to use and share with employers to ensure all staff have these.
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	RDaSH IAPT Long-Covid pathway in place. Link established with 'Mental Health at Work Initiative'. Work has been undertaken to promote an awareness of IAPT to employers / employees linked with the project. BSL IAPT services for people from the deaf community now available in Rotherham. Work ongoing to promote an awareness of this new provision. Age UK's Wellbeing project is to link with local IAPT services.
	2.9	Deliver an IAPT provision communications plan.	March 2022	Kate Tufnell and Gordon Laidlaw CCG	Joint IAPT Communications meeting established (RCCG, DCCG, RDaSH & IESO) – ongoing communication process in place. RDaSH, IESO and RCCG all have ongoing communication plans in place to promote this provision via range of different media. Mental Health Offer leaflet web link https://rotherhive.co.uk/wp-content/uploads/2021/04/RCCG-MH-A5-4pp-leaflet-digital-V3.pdf Mental Health Offer leaflet revised.

http://www.selfhelpguides.ntw.nhs.uk/rotherhamccg/ Action around comms on IAPT provision is to be picked up in the new action plan	Other supporting leaflets re: anxiety (general, so	Promotion of the revised leaflet is underway in both an electronic and hard copy format.	PDF RCCG_MH_A5_4ppLe					aflet_Digital_May22_s Promotion of the revised leaflet is underway in both an electronic and hard copy format. Other supporting leaflets re: anxiety (general, social and health) and depression are also available on the Rotherhive / wellness hive site. http://www.selfhelpguides.ntw.nhs.uk/rotherhamccg Action around comms on IAPT provision is to be
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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

Completed
On track
At risk of not meeting milestone
Off track
Not started

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 and is being monitored via monthly meetings. Support is ongoing and currently business as usual.
	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'. Membership and the Terms of Reference are in place

				The first formal meeting of this group was on 8 th February 2022. The group consists of people from health, social care, the voluntary sector and crucially people with lived experience.
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	Meetings are in place with carers forum, parent carers forum on a fortnightly basis. Internal and external governance processes are in place to ensure a robust feedback loop.
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	Newsletter development has been delayed due to capacity issues in corporate comms. Informal arrangements are in place to share information, advice and guidance. This action will be carried over to the new plan with revised timescales.

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	Tier 2 weight management review has been completed and will be presented at the Public Health SMT in July. The Grant Programme has been discontinued, but learning from the review and the programme will feed into the commissioning of healthy lifestyles services and our approach to healthy weight.
	3.6	Undertake health needs assessments for healthy weight and tobacco.	January 2022	Jessica Dunphy and Kate Gray, RMBC	Work on both needs assessments is complete. Tobacco needs assessment's recommendations included the development of a Tobacco Control Strategy and Action Plan, aligned to the Prevention and Health Inequalities strategy and action plan, and a re- invigorated partnership approach.

	3.7	Identify and treat inpatient smokers as part of the QUIT programme. with: • 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* *update on measures to be paused, while work is ongoing to improve data quality and align reporting	End of October 2021	Mike Smith, Healthy Hospitals Manager, TRFT	 Services provision to acute wards, Urgent and Emergency Care Centre and Outpatients now established. Internal processes in place to support identification and referral of smokers. TRFT Smoke Free Site Policy currently under review. Significant challenges with current ICS data requirements for the service. Escalated to ICS, work ongoing. Staff service is established.
3	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	Staff service is established. Trust wide communication in place to promote the offer. 2022/2023 Funding for continuation of free NRT has been secured.
3	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.	This target will run until 2023 and then reviewed. There is currently a live tender to procure these services from April 2023 in line with the

			RMBC	Cabinet paper agreed in November 2021. The target will remain for this year and then if this needs to be continued it will be refreshed in line with the new targets for the new contract.
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	This work will be funded from the new OHID Grant and will come back to be led in Public Health. The reporting will still be to SRP. The proposed system will be in partnership with Barnsley and Doncaster using a live system similar to that adopted for suicide prevention
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	All staff are in post, caseloads and training have been allocated. Site visit from NHS England National Implementation Team planned for 9th June.

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

Completed Completed Completed Complete	
On track	
At risk of not meeting milestone	
Off track	
Not started	

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 (TBC)		The OHID Befriending project commenced in September and finished end of April. The participating VCS organisations supported 815 people from across the life course. The project is completing the final evaluation report and presentation. The film produced as part of this project called "Be A

					Good Neighbour", is due to be launched.
	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	Due to capacity issues and workforce sickness, plan has not been developed. Work will be carried over into the new action plan going forward
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	This programme is in delivery supporting the pilot of an intergenerational learning programme at Clifton Park Museum, the development of a new circus troupe celebrating older people with Rotherham Leisure Centres, Rotherham Civic Theatre and RMBC Events, and an age positive photographic campaign in libraries. The programme is on track and delivery will continue into September 2022.
4.6	Launch a Rotherham Year of Reading event which will target disadvantaged pupils.	January 2022	Zoe Oxley, RMBC	A video was launched on World Book day 3rd March 2022, led by Rosis, to launch Rotherham Loves reading. Implementation of programme remains robust with work across key stakeholders, including Early Years, primary phase, and secondary phase of education. Delivery of

					reading and reading focused programmes and activity in schools has begun, with a clear comms and development plan in place. Work with the Education Endowment Fund to support disadvantaged groups through training across schools is in place and the universal offer of Hertfordshire for the learning reading programme is now fully implemented and provided as part of the Rotherham School Improvement Service offer.
4	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	Events in libraries have now all taken place relating to the grief, loss and bereavement theme as part of the Arts and Health 55+ programme with the last being held at Boston Castle. Each event was well attended and received great feedback. The feedback will now help inform the development of

					delivering future death cafés within libraries. Work is now underway with Libraries, Public Health and the Registration and Bereavement Service to look at how libraries can offer an ongoing programme of death cafes.
Ensure Rotherham people are kept safe from harm.	4.8	Embed the Home Safety Partnership Referral Scheme with key partners in Rotherham.	March 2022	Shayne Tottie and Toni Tranter, South Yorkshire Fire and Rescue	Work continues by SYFR Partnership Team to embed the referral scheme across more organisations. Positive relationships have been developed with key stakeholders and are having an impact on referrals. Work is continuing and this action will continue into the new action plan.
	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 has commenced to restart Safeguarding Board Chairs meetings to maintain the relationship between the safeguarding boards and work on crosscutting issues.

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 Gilly Brenner, RMBC)	Review is complete and a new post has been created and recruited to, to take the work forward. Partnership event around physical activity scheduled for 4 th July.
	4.11	Deliver a range of programmes to welcome women and girls into football, focussing on underrepresented groups.	Ongoing for the duration of the plan (up to July 2023)	Chris Siddall, RMBC	 A range of programmes have been advertised on social media for International women's day on 7th March. As part of a STEM with local schools, an event was held with over 70 young people attending from across 5 schools with 5 ambassadors attending to promote different careers within the sporting world. 4 local deliverers attended Soccercise training with delivery starting in the

				community and taster sessions being offered to local knit and natter groups linked to the Women's Euro's. The WEuro22 Roadshow has taken place at Clifton Park (22/5) along with additional smaller roadshows at RVCP (16/4) and Ferham Park (30/4). All provided opportunities for people to be active and understand what opportunities there are to play football in Rotherham. 1 football scholars are being upskilled to be referees.
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.

				The Women and Girls Website, hosted by Rotherham United CST continues to be promoted.
4.1	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

Completed

On track

At risk of not meeting milestone

Off track

Not started

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		Partners are still committed to providing this data and engaging in the activity, but due to competing priorities and changes in personnel the verification of data by Partners to feed into any baseline data has been delayed.
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		Annual VAR VCS Survey (which includes a snap shot of VCS income, staffing and volunteers) completed May 2022. Further analysis work proposed as part of SY and Regional initiatives.

	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	Shafiq Hussain, VAR	The GISMO directory was updated 100% by the end of March 2022
			End of December – 75% updated		
			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	Consultation is now live.
Assessment.	5.5	Publish updated Rotherham Pharmaceutical Needs Assessment	September 2022	Gilly Brenner, RMBC	On track to deliver by next autumn and to present to HWbB in September
Work in partnership to further develop the Rotherham Data Hub and assess	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.

population	5.7	Refresh the JSNA for 2021/22.	April 2022	Gilly Brenner,	Refresh complete. Due for
health.				RMBC	publication and presentation
					to June Board.