

Health and Wellbeing Strategy Action Plan:

January 2023 update

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, Medical Director for Rotherham Plan, South Yorkshire Integrated Care Board

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
Cross-cutting	1.1	Implement 'Best Start and Beyond' framework.	Ongoing (up to March 2025)	Alex Hawley, RMBC Helen Sweaton, ICB/RMBC		<p>Framework has been finalised and endorsed by the HWBB and incorporated into EH Strategy. Focussing initially on maternity.</p> <p>A high level report to be produced quarterly, including narrative around actions and include case studies. To provide a deep dive and show what this has meant to families.</p> <p>Task and Finish groups will assist the Steering Group in implementing the framework toolkit, focussing on key topics or life stages on a rolling basis.</p> <p>Additionally, a permanent speech and language sub group will also report to the Steering group.</p>

	1.2	Mobilise and launch 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.	April 2023	Michael Ng, RMBC		The mobilisation is progressing well and is currently on track for the new service to start in April 2023. Rotherham's Best Start and Beyond Public Health Nursing service will lead, coordinate, and deliver the Healthy Child Programme. The Service forms a part of the Children and Young People's (C&YP) system. It will contribute to improving and reducing inequalities between health and wellbeing outcomes, identifying additional needs early, building resilience and reducing health inequalities by providing preventive universal and targeted interventions.
Develop our approach to give every child the best start in life.	1.3	Building on gap analysis, develop a local action plan to deliver on the first 1001 days through the Best Start and Beyond Framework.	March 2023	Alex Hawley, RMBC		A collated action plan was presented to the Best Start and Beyond Steering Group and a Task and Finish Group has met to look at 1001 Days aspects of the collated action plan, with an initial focus on maternity. The five priority lenses were used by the T&F group to consider potential

						<p>gaps/opportunities, to seek assurances and/or to propose further actions.</p> <p>Reviewed maternity services to identify gaps and issues with a number of barriers being identified.</p> <p>Maternity exploring reasons for late booking rates by undertaking an audit.</p>
1.4	Work towards formal ratification of 'Breastfeeding Borough' declaration, including BF friendly places, BF policy, comms plan	June 2023	Sam Longley, RMBC			<p>Internal and external stakeholder meetings have commenced to agree action plan, which is expected to be in place March 2023.</p> <p>Comms plan to be in place by January 2023.</p>
1.5	Work with the LMS to ensure continuity of carer is the default model by March 2024.	March 2024	Sarah Petty, Head of Midwifery, TRFT			<p>The target for continuity has been removed by NHS England on the 21st September 2022.</p> <p>TRFT are currently working on workforce Transformation plan with the Rotherham Maternity Voice Partnership to improve the COC offer women antenatally and postnatally whilst maintaining</p>

					<p>safe staffing in the acute service on every shift.</p> <p>The development of the Maternity workforce transformation plan is enabling the team to develop this plan to get the model right for the local population. The model has commenced on the 5th Dec.</p>
Support children and young people to develop well.	1.6	Develop and agree prevention-led approach to children and young people's healthy weight with partners, building on childhood obesity pathway review and evidence from compassionate approach	March 2023	Sue Turner, RMBC	<p>Developing compassionate approach, presenting at HWBB in January. Working with 0 to 19 service, already adapted National Child Measurement Programme, developing a training offer.</p>
	1.7	Develop proposals for multi-agency Family Hub model of service delivery	November 2022	David McWilliams, RMBC	<p>Sign up paperwork was completed, approved and submitted to government DfE and DHSC in October 22. Task & Finish groups were established to cover the different funded strands of the programme and the groups have contributed to early delivery planning. In January 23 there will be two</p>

					workshops to develop delivery planning further.
1.8	Continue to support children and young people's Mental Health and wellbeing, along with schools, health and voluntary sector	Ongoing (up to March 2025)	Helen Sweaton, ICB		<p>Smiles for Miles (2-year National Lottery funded) increased youth provision and support for Children and Young People aged 9-19 / up to 25 with SEND in Rotherham, delivered by 12 voluntary sector organisations (CYPF Consortium members).</p> <p>DfE Wellbeing for Education Return has been rolled out</p> <p>Two cohorts for the Anna Freud Link Programme delivered using the Cascade framework to map whole system provision.</p> <p>CAMHs Getting Advice pathway is operational</p> <p>With Me In Mind (Mental Health Support Teams) are established in 52% of schools and an evaluation framework has been agreed.</p>

						<p>The SEMH toolkit has been developed and available to schools which supports the graduated response</p> <p>The SEMH Strategic Group has agreed the development of a framework to support consistent aspirations for children and young people's SEMH across the continuum with appropriate support identified, a workforce competency framework and workforce development framework and a communications plan.</p> <p>Autism Education Trust training has been rolled out to learning providers. Approval has been sought for this to be rolled out to Early Years.</p> <p>Review of the multi-agency screening pathway for the neurodevelopment diagnostic pathway will inform recommendations to improve the quality and appropriateness of referrals.</p>
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	1.9	Continue to jointly deliver the SEND Written Statement of Action, jointly led by LA and ICB and with local area partners.	Ongoing	Nathan Heath, RMBC Helen Sweaton, ICB		A challenge and support monitoring meeting took place on the 7 th October 22 with our DfE representative and a representative from NHSE. As a result, a note of visit was written concluding that Rotherham's progress in implementing its WSoA is currently good. Leadership appears to be strengthening and is shared across agencies. There is representation of education, health and social care in all four of the WSoA subgroups as well as the SEND Strategic Performance Board.
	1.10	Continue to focus on improving early years take-up in targeted areas of Rotherham (Central) to have wider holistic benefit on key development measures	July 2023 July 2024	Nathan Heath, RMBC		2 year early education take-up in the Autumn term reached 96.4%. This is the highest rates we have ever achieved. Geographical analysis is not yet available however targeted promotional activity including Golden Ticket has

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

Interim Board Sponsor: Chris Edwards, Rotherham Place Director, South Yorkshire Integrated Care Board and 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	Work towards signing up to the OHID prevention concordat for better mental health as a Health and Wellbeing Board.	March 2023	Ruth Fletcher-Brown, RMBC	Yellow	<p>Meetings and actions scheduled for early 2023 based on the Themes of the application.</p> <p>The Task and Finish (Members of the Better Mental Health for All Group) to take this forward.</p>
	2.2	<p>Develop and deliver partnership communications activity focussed on mental health, building on successful campaigns and resources</p> <ul style="list-style-type: none"> • Rotherhive • Five Ways to Wellbeing • Great Big Rotherham To Do List 	Delivery to March 2025	Aidan Melville, RMBC Gordon Laidlaw, ICB	Green	<p>Messaging around five ways to wellbeing and Rotherhive are scheduled at least once every four weeks at the moment – this is to be reviewed at the next quarterly overall comms plan review.</p> <p>Regular messaging and signposting to Rotherhive is also going out via neighbourhoods ebulletins</p>

						aligned to local ward priorities.
	2.3	Refresh and deliver Better Mental Health For All action plan, focused on early intervention and prevention, developed in line with national 10-year Mental Health Plan	December 2022 Delivery to March 2025	Ruth Fletcher-Brown, RMBC		National 10 Year Mental Health Plan has been delayed (The update of the local plan was to be aligned to this national plan). Better Mental Health Group are working on interim actions.
Take action to prevent suicide and self-harm.	2.4	Promote suicide and self-harm awareness training to practitioners across the partnership and members of the public through internal and external communications	March 2025	Ruth Fletcher-Brown, RMBC		Mental Health Awareness and Suicide Prevention training courses have been promoted across the partnership for practitioners, with 7 courses held to date and 95 attendees. Online Zero Suicide Alliance sessions are being promoted to the public via social media postings and screens shots in Riverside. Sessions have been planned in local libraries over the next 6 months. The first session was held

					in Riverside library on the 17 th November. The second session is in Swinton library on 19 th January. These sessions will be supported by partners of the Health and Wellbeing Board.
2.5	Deliver the Be the One campaign with annual targeted messages based on local need with support from all partners' comms and engagement leads	Annual delivery up to September 2025	Ruth Fletcher-Brown, RMBC Aidan Melville, RMBC Gordon Laidlaw, ICB		The Be the One campaign has been refreshed and an active campaign is running at the moment, supported by Zero Suicide Alliance training sessions in libraries. Suicide prevention information was promoted during the festive period.
2.6	To promote postvention support for adults, children and young people bereaved, affected and exposed to suicide and monitor referrals to services, including staff affected	March 2024	Ruth Fletcher-Brown, RMBC		Amparo training sessions are being promoted to practitioners across the partnership. The CYPs coproduced SY& B toolkit Walk with Us was launched end of September, with local press coverage and launch event with practitioners. Hard copies are being sent

						out to schools, Early Help, VCS and NHS settings. Suicide Bereavement UK are holding 2 training sessions for CYPS staff across the partnership on 'Talking to Children about Suicide'. The second session will be held in February.
Promote positive workplace wellbeing for staff across the partnership.	2.7	Promote the Be Well @ Work award to Health and Wellbeing Board partners and support sign up	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.
	2.8	Ensure partners are engaged in Employment is for everyone programme, promoting employment opportunities to those with SEND, and improving wellbeing at work	March 2024	Colin Ellis, RMBC		Rotherham has launched employment for everyone. employment is for everyone is a project that four organisations have created in Rotherham (Speakup, Dexx, Art Works, EDLounge)

						supported by RMBC, Community Catalysts and the South Yorkshire Integrated Care System
						Rotherham as part of a joint SY bid to the DWP has been successful and this will bring additional resource to the employment is for everyone initiative
Enhance access to mental health services.	2.9	<p>Ensure partners are engaged in the development and mobilisation of the integrated primary/secondary care mental health transformation. This will include:</p> <ul style="list-style-type: none"> Implementation of MH ARRS roles Long term plan eating disorders, IPS and EIP targets by March 2024 Implementation of Community Mental Health Integrated primary / secondary care transformation programme by March 2024 	March 2024	<p>Community Mental Health Transformation Place Lead – tbc</p> <p>Kate Tufnell, ICB-Rotherham</p> <p>Julie Thornton, RDaSH</p>		<p>RDaSH is working with PCNs to agree year 2 MH ARRS model of delivery. It is anticipated that the year 2 posts will be in place by March 23</p> <p>Year 1 replacement recruitment – Interview held to replace 3 vacancies. 1 post recruited to. A further round of recruitment to be undertaken.</p> <p>Early Intervention in psychosis - Long-term Plan Target (60%) – This target has been exceeded</p>

					<p>throughout quarter 1: April compliance was 100% / May 80% / June 85.7% / July 66.7% / August 100% / September 66.7% / October 100%</p> <p>Level 3 NICE compliance – achieved in 21/22, awaiting 22/23 audit result.</p> <p>Eating disorders - NHS SY ICB Rotherham are working with SYEDA to rollout eating disorders training to primary care (> First course delivered in dec-23, with a further 2 courses planned for spring 2023. A further two courses are due to be delivered to TRFT and RDaSH staff based in TRFT in Spring 2023.</p> <p>Community Mental Health Transformation: Primary care hub development underway.</p>
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					<p>Engagement event planned for Feb-23</p> <p>Recruitment of Primary Care Service Manager completed. New postholder will commence 23 Jan 23.</p> <p>Recruitment of Rotherham CMHT Lead – December 2022 / Successful candidate has recently indicated they no longer wish to accept the post. Job advert for this post is now out, closed 6th Jan 23.</p>
2.10	<p>To work in partnership to enhance the Mental Health Crisis Pathway (early intervention, prevention, social care & crisis). This will require:</p> <ul style="list-style-type: none"> • Partnership working to ensure an early intervention and crisis prevention model is developed • Mobilisation of the Touchstone Safe Space (alternative to crisis) provision • Mobilisation of social care pathways 	March 2024	<p>Andrew Wells, RMBC Julie Thornton, RDaSH Kate Tufnell, ICB – Rotherham Ruth Fletcher-Brown, Public Health</p>		<p>Partnership working to ensure an early intervention and crisis prevention</p> <p>Rotherhive promotion continues. Data is showing an increase in utilisation of the 'I need urgent help section'</p> <p>Scoping exercise on Crisis Prevention/Early Intervention completed and shared with RDaSH to</p>

					<p>support their navigation to services.</p> <p>Attempted suicide procurement- RMBC out to procure a pilot service to commence Spring 2023.</p> <p>Ongoing meetings to discuss implementation of potential 111 contact centre model for access to crisis services – nationally.</p> <p>Touchstone mobilisation: Rotherham Safe Space Service went live – September 2022. Work is ongoing to promote the service with partners across Rotherham. New pathway established between police, mental health ambulance vehicle and Safe Space teams. Touchstone is working with to raise awareness of the new service through zoom awareness sessions, attending meetings etc.</p>
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					<p>Mobilisation of social care pathways</p> <p>The Mental Health Review Report, outlining the social care contribution to mental health services including crisis, has been written and is going through approval by DLT and SLT prior to going to cabinet in February 2023.</p>
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Aim 3: All Rotherham people live well for longer

Board sponsors: 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	Refresh the information, advice and guidance available to carers, including the launch of the carers newsletter	April 2022 – March 2023 (as part of delivery of area of focus 1 of strategic framework)	AD Strategic Commissioning, RMBC	Yellow	<p>Newsletter development has been delayed due to capacity issues.</p> <p>Informal arrangements are in place to share information, advice and guidance.</p>
	3.2	Take an integrated approach to identifying and supporting carer health and wellbeing through working with partners to develop a carer health and wellbeing action plan.	April 2023 – March 2024 (as part of delivery of area of focus 2 of strategic framework)	AD Strategic Commissioning, RMBC	Grey	<p>This activity forms part of the action plan that is to be co-produced with The Borough That Cares Strategic group sitting underneath the Carers Strategy document.</p> <p>Funding allocated to support Carers has been reviewed by Council Officers and a</p>

					proportion of this fund has been approved to support a dedicated officer resource. The resource will be positioned in the Adults Strategic Commissioning Team structure but will work across all partners. This resource will support The Borough That Cares Strategic Group to co-produce the Action Plan and deliver the associated objectives. The ToR of the group are currently being refreshed and will be confirmed early in the new year with the aim of completing the Action Plan by March 2023.
3.3	Establish locality specific carer partnership / network groups	April 2023 – March 2024 (as part of delivery of area of focus	AD Strategic Commissioning, RMBC		This activity forms part of the action plan that is to be co-produced with The Borough That Cares Strategic group sitting underneath the

			2 of strategic framework)			Carers Strategy document.
3.4	Introduce co-production programme with communities to build our carer friendly Borough	April 2023 – March 2024 (as part of delivery of area of focus 2 of strategic framework)	AD Strategic Commissioning, RMBC			This activity forms part of the action plan that is to be co-produced with The Borough That Cares Strategic group sitting underneath the Carers Strategy document.
3.5	Introduce an assurance process for all published Information, Advice and Guidance to ensure the relevance, accuracy and accessibility	April 2023 – March 2024 (as part of delivery of area of focus 2 of strategic framework)	AD Strategic Commissioning, RMBC			This activity forms part of the action plan that is to be co-produced with The Borough That Cares Strategic group sitting underneath the Carers Strategy document.
3.6	Ensure carers feel their role is understood and valued by their community <ul style="list-style-type: none"> • Develop Carer friendly communities action pack • Empowerment Plan – align carers reps (navigators) to key strategic meetings • Pull community generated content through to The Borough that Cares virtual platform 	April 2024 – March 2025 (as part of delivery of area of focus 3 of strategic framework)	AD Strategic Commissioning, RMBC			This activity forms part of the action plan that is to be co-produced with The Borough That Cares Strategic group sitting underneath the Carers Strategy document.

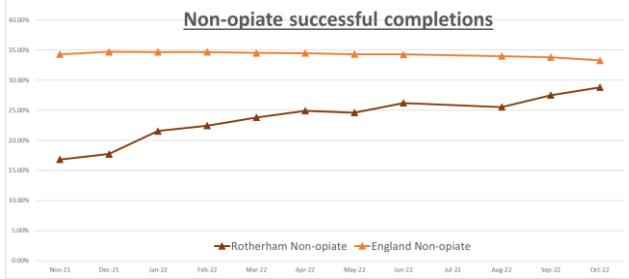
	3.7	Ensure Carers are supported when they have a breakdown in care through delivery of Carers emergency services	March 2023	Jill Tideswell, TRFT		<p>The contract was put in place earlier this year to provide emergency cover for when a social care package broke down due to carer illness</p> <p>This cover hopefully reduces admissions due to social care packages breaking down and ensures our patients can stay in their own homes during times of crisis or difficulties</p> <p>Our Unplanned Care Fast Response Team provide the social care packages and they cover the first 48hrs on weekdays and 72 hours on a weekend/bank holiday</p> <p>A criteria and referral pathway has been put in place to ensure consistency of offer and the care plan is shared</p>
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						with our Unplanned Care Team
Support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs and alcohol.	3.8	Develop a partnership prevention campaign with a focus on upstream prevention messaging.	March 2023	Becky Woolley, Gordon Laidlaw, Aidan Melville		Work has kicked off to develop a partnership prevention campaign. In January, stakeholder engagement and community insights will commence to shape this campaign and to inform the expansion of RotherHive to include wider health issues (such as smoking, weight, physical activity etc.)
	3.9	Develop our partnership plans focussed on tobacco and alcohol.	December 2022	Jacqueline Wiltschinsky, RMBC Gilly Brenner, RMBC		Tobacco A Tobacco Control Steering Group is established with representatives from across Place. An action plan has been developed with partners across place and presented to Health and Wellbeing Board in Jan 23. Additionally an e-

						cigarette position statement has been developed by the group and dashboard of indicators to track progress.
						<p>Alcohol and drugs</p> <p>The tender for the new drugs and alcohol service has now been awarded to the new provider and mobilisation is planned with the demobilisation of the incumbent provider. Joint meetings are taking place with both providers to ensure a smooth transition from one to the other by April 2023.</p> <p>The new service model includes a separate pathway for alcohol, which will incorporate tailored clinical care pathways to address</p>

					<p>individual risk and need, with delivery from a range of community venues. The new service model includes enhanced hospital liaison and outreach services, which seek to address Rotherham's identified needs.</p> <p>The OHID approved drug and alcohol grant funding project plans are now agreed. Expanding on the 10-year drug strategy, a new Combating Drugs Partnerships has been set up and meetings are scheduled for the year ahead, these partnerships are required to produce joint needs assessment, action plans and progress reviews.</p>
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	3.10	Identify and report on learning from the population health place development programme.	November 2022	Alex Henderson-Dunk, Lydia George and Becky Woolley		A review of NICE guidelines and research to support with the progression of this project has taken place. A working group has been established and community engagement to test the insights and to support the development of the case for change will commence in Q4.
	3.11	Identify and treat inpatient smokers as part of the QUIT programme.	March 2023	Mike Smith, Healthy Hospitals Manager, TRFT		The treatment of tobacco dependence is now established at TRFT across all inpatient pathways. This includes mandated smoking status screening at point of admission with automated notification of all smokers to the Tobacco Treatment Team. The team link directly with community stop smoking colleague to facilitate transfer of care post discharge.

					KPIs reportable to ICB on a monthly basis.																		
3.12	<p>Increase the number of non-opiate and alcohol treatment completions in line with PHE Average.</p> <table border="1" data-bbox="480 493 1035 859"> <thead> <tr> <th></th> <th></th> <th>Apr-22</th> <th>Oct-22</th> </tr> </thead> <tbody> <tr> <td rowspan="2">Non Opiate - PHOF C19b</td> <td>Rotherham</td> <td>24.92%</td> <td>28.84%</td> </tr> <tr> <td>PHE Average</td> <td>34.51</td> <td>33.32%</td> </tr> <tr> <td rowspan="2">Alcohol - PHOF C19c</td> <td>Rotherham</td> <td>25.42%</td> <td>32.80%</td> </tr> <tr> <td>PHE Average</td> <td>36.42%</td> <td>36.07%</td> </tr> </tbody> </table>  <p>The chart displays the percentage of non-opiate successful completions over time. The Y-axis represents the percentage from 0.00% to 40.00% in increments of 5.00%. The X-axis shows months from Nov-21 to Oct-22. The legend indicates two series: Rotherham Non-opiate (brown line with triangle markers) and England Non-opiate (orange line with triangle markers). The England Non-opiate series starts at approximately 33.5% in Nov-21 and remains relatively flat. The Rotherham Non-opiate series starts at approximately 15.5% in Nov-21, rises to about 20% by Jan-22, and then fluctuates between 22% and 26% through Oct-22, showing a steady increase over the last four months.</p>			Apr-22	Oct-22	Non Opiate - PHOF C19b	Rotherham	24.92%	28.84%	PHE Average	34.51	33.32%	Alcohol - PHOF C19c	Rotherham	25.42%	32.80%	PHE Average	36.42%	36.07%	September 2021-March 2023	Jacqui Wiltschinsky and Anne Charlesworth. RMBC		<p>This target will run until 2025 and then be reviewed. A new contract award has been made to With You for the drug and alcohol service from April 2023, in line with the Cabinet paper agreed in November 2021.</p> <p>The table to the left shows the current figures available via NDTMS for Rotherham against the England average. Rotherham has shown a steady increase over the last 4 months for alcohol successful completions and has shown an increasing trend over the previous 10 months for non-opiate completions, whereas the England average</p>
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					has remained fairly static. Improving outcomes from treatment and supporting recovery are the key tenets of the new funding from OHID. A community-based project is being set up with VAR to build recovery capital in the community to support and maintain recovery using an evidence-based model. Additional work to build a families and friends support service in Rotherham to support sustained recovery.
3.13	Review and establish the drug-related death pathway to identify improvements across the system.	September 2021-March 2023	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 via the CDP. A new information

					management system has been purchased in partnership with Barnsley, Doncaster and Sheffield to record and report drug-related deaths. This is a similar system to that adopted for suicide prevention. A review of the policies and procedures is underway, relating to the system and wider process with partners. An evidence review is planned for early 2023 to examine the mortality rate from a Public health perspective and to examine what lessons can be learned from the recent increase in deaths.
3.14	Deliver NHSE funded pilot to support frequent attenders to ED with complex Alcohol and Mental Health needs through an outreach team providing holistic support offer.	March 2023	Amanda Marklew, TRFT		NHSE Peer to Peer review held Dec 22. TRFT the only site that has progressed the pilot. Request made to

					NHSE to support extension as becoming embedded within the community as intended, with outstanding results. Data set to cleanse and refresh for next review TBC.
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Aim 4: All Rotherham people live in healthy, safe, and resilient communities

Board sponsor: Laura Koscikiewicz, 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	Deliver dissemination opportunities from OHID Better Mental Health Fund Befriender project, look to integrate learning into pathways and loneliness action plan and develop legacy opportunities	March 2023	Ruth Fletcher-Brown, RMBC and VCS leads	Blue	Befriending project has presented at various meeting with a presentation at the Health and Wellbeing Board 23rd Nov, it has been cited as good practice within the refreshed Loneliness Action Plan.
	4.2	Promote existing resources on loneliness and befriending (including VAR film: Be a good neighbour and Five Ways to Wellbeing)	March 2024	Aidan Melville, RMBC, Gordon Laidlaw ICB Kerry McGrath, VAR	Green	Messaging around loneliness and befriending are scheduled at least once every four weeks at the moment – this is to be reviewed at the next quarterly overall comms plan review. Regular messaging is also going out via neighbourhoods ebulletins aligned to local ward priorities. VAR are continuing to share their good neighbour films. They are published on

					<p>the befriending page of the VAR website.</p> <p>Continuing to promote these. The videos are on website with regular inclusion in social media/comms posts.</p>
4.3	Update and deliver loneliness action plan	Update November 2022 Delivery to March 2025	Ruth Fletcher-Brown, RMBC		The refresh of the partnership Loneliness Action Plan was agreed by the Health and Wellbeing Board in November 2022 and implementation has commenced.
4.4	Promote volunteering opportunities	March 2024	Kerry McGrath, VAR		<p>Opportunities/ Brokerage</p> <p>We currently have 65 active Volunteer Roles.</p> <p>We've seen some roles expire, but are contacting organisations to see if they would like to extend their roles or reopen them, so we expect this number to rise.</p> <p>We've seen a significant increase in brokerage over the last couple months - as a result of increased outreach</p>

						and face to face appointments.
						Older People's Campaign. Discussion held at our last Volunteer Coordinators Network Meeting. Partner organisations are interested and are sending us some case stories. This campaign will run in the new year.
Promote health and wellbeing through arts and cultural initiatives.	4.5	Annual delivery of Rotherham Show, creating opportunities for communities to come together and be outdoors	September 2022 September 2023 September 2024 September 2025	Leanne Buchan, RMBC		The show reverted back to a 2-day format this year and welcomed more than 60,000 residents and visitors back to Clifton Park.
	4.6	Complete evaluation of over 55s programme to provide recommendations for future programming for this audience and reduce social isolation	March 2023	Leanne Buchan, RMBC		A programme of activities supporting audiences aged 55+ to reconnect following COVID-19 launched in October 2021 and completed in September 2022. The programme was a year-long pilot project which included: a

						series of dementia events with Clifton Park Museum creating memory boxes and using digital technology to recreate memories; an ‘age positive’ photographic exhibition at Riverside Library; a series of performances relating to grief and loss with Rotherham Civic Theatre; a new Care Home Choir who performed at Rotherham Christmas Lights Switch On; and the creation of a new circus school, Circus Elders, for people aged 55+ to learn new tricks and perform together at major events such as Rotherham Show.
4.7	Co-design Children’s capital of culture with children and young people, with focus on improving their mental health and wellbeing	March 2025	Leanne Buchan, RMBC			Children’s Capital of Culture launched in February 2022. In total, the launch event engaged with more than 15,000 children, young people and families across the borough. The programme continues to work with children and young people to co-design the next phase of development.

	4.8	<p>Deliver a series of activities in libraries for people of all ages to connect, be active and learn new skills, and widen the accessibility of library services, through:</p> <ul style="list-style-type: none"> • Pop-up libraries • Reading gardens • Makerspaces • Authors' visits and performances • Fun palaces 	March 2025	Zoe Oxley, RMBC		<p>Several Christmas community fairs have taken place which were well attended.</p> <p>Works to relocate Swinton Library is expected to be completed by Spring 2023 which will include a new secure Reading garden.</p> <p>A total of 26 Makerspace sessions have taken place at Wath and Kiveton Park library for the period Sept-Dec 2022. The sessions have included a range of STEM activities.</p> <p>The service is looking to expand the offer to include more adult based sessions and to offer 'pop up' Makerspaces from new library locations. Work is currently underway to plan some sessions which will operate the new 3D printers which have been recently installed.</p> <p>The Granny Norbag storytelling puppetry performances took place every Saturday on the run up</p>
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					to Christmas and were a huge success and very popular event. In total 262 people attended with positive feedback.
4.9	Utilise libraries as death positive spaces, where the public can have conversations around loss, grief, end of life planning and legacy. Explore legacy opportunities for programme, building on positive public response	March 2023 March 2024	Zoe Oxley, RMBC		Meetings are progressing to further utilise libraries as death positive spaces, where the public can have conversations around loss, grief, end of life planning and legacy. Libraries have already delivered a number of sessions relating to the topic of death and are now working with Public Health, Redbridge Council, Rotherham Hospice and Bereavement services in order to deliver regular ongoing death café sessions. Music and memory sessions are currently being planned in as part of the overall offer.
4.10	Utilise and promote libraries as spaces for people to share experiences and response to specific health issues, including menopause and dementia, and improve community resilience	March 2025	Zoe Oxley, RMBC		The service is working with Public Health and Andy Man's Club to support Mental Health initiatives. The first training session, for Suicide

						<p>Prevention Training 'Be The One', took place at Riverside Central Library on Thursday 17th November. Further sessions are being planned across the library network throughout 2023.</p> <p>Menopause Cafés, aimed at breaking down the taboo around menopause, increasing awareness of the impact of the menopause on those experiencing it, their family, friends and their colleagues, will be held by Rotherham Libraries in Rawmarsh, Aston and Maltby due to their sites being located within health/leisure centres. The first café will take place at Rawmarsh the date TBC.</p>
Ensure Rotherham people are kept safe from harm.	4.11	Embed referral pathways with key partners in Rotherham through the Home Safety Partnership Referral Scheme and Safe and Well checks.	July 2023	Shayne Tottie and Toni Tranter, South Yorkshire Fire and Rescue		Training has been agreed for RMBC until the end of 2023. Currently on boarding children's services

	4.12	Work with other partnership boards on crosscutting issues relating to safety and safeguarding.	Ongoing for the duration of the plan	Board chairs, RTP		Safeguarding Board Chairs meetings are being re-established to maintain the relationship between the safeguarding boards and work on crosscutting issues, with the first meeting taking place on 17 th Jan.
	4.13	Establish a Combatting Drugs Partnership for Rotherham	October 2022	Jessica Brooks, RMBC		3rd Combatting Drugs Partnership and action planning workshop held on 05/12/23.
	4.14	Conduct joint needs assessment for the Combatting Drugs Partnership for Rotherham and agree local drug strategy delivery plan	December 2022	Jessica Brooks, RMBC		The needs assessment was compiled from existing HNA and additional contributions from partners, a high-level version was presented at the action planning workshop held on 05/12/23. An initial draft of the action plan has been developed. This will be shared with partners for comments and finalised at the next Combatting Drugs Partnership meeting on 02/02/23.

	4.15	Delivery of vaccination programme for Covid-19 and flu	Annual target (TBC)	Denise Littlewood, RMBC		Covid-19 vaccine coverage in Rotherham is 84.8% first dose, 81.5% second dose and 65.9% third or booster dose for the population aged 12 years old and above. This is a total of 206,036 people having received their first dose, 198,050 having received their second and 159,995 having received their booster or third dose (564,081 total vaccinations in total). For the autumn booster, in those aged 50-years-old and above, coverage is 69.8% (77,609 vaccines in total). Data updated 22nd December 2022 (please note data has not been updated for January due to Christmas holiday period). The Flu vaccine uptake for patients registered at a Rotherham GP is 82.3% in all patients aged 65-years-old and above. For those aged 65-years-old and above, at risk only, the coverage is 84.3%. Data as of Wednesday 4th January 2023.
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Develop a borough that supports a healthy lifestyle.	4.16	<p>Progress strategic approach to physical activity in Rotherham, through four key areas:</p> <ul style="list-style-type: none"> • Active workforce • Social movements • Front line workers signposting • Local social prescribing structures 	<p>Nov 2022 (Action plan developed)</p> <p>March 2025 (Delivery)</p>	<p>Gilly Brenner, RMBC, with Norsheen Akhtar, Yorkshire Sport Foundation</p>		<p>As presented to H&WbB in September progress made to develop 4 priorities and secure resource. 4 workshops on priorities held in October. Final delivery plan development session scheduled for Jan. Full plan to be presented back to H&WbB in March.</p>
	4.17	Develop a borough-wide MECC training offer on physical activity	March 2023	<p>Gilly Brenner, with Norsheen Akhtar, Yorkshire Sport Foundation</p>		<p>Offers of training identified for health care staff and further frontline training to be developed with sessions to be scheduled for the new year</p>
	4.18	Deliver a range of programmes to welcome women and girls into football, focussing on under-represented groups.	July 2023	<p>Chris Siddall, RMBC</p>		<p>WEuro22 targets for 2024 have almost been met already.</p> <p>Talent centre at RUFC has been oversubscribed with 300+ in attendance.</p> <p>The inaugural Women and Girls Development Group has taken place with an action plan currently being produced focussing on participation,</p>

					coach education, officiating and facilities.
4.19	Use football to encourage more women and girls to adopt and maintain a healthier lifestyle.	July 2023	Chris Siddall, RMBC		Adult recreation programme continues with extension of funding for a further 3 years. FA officer will now move to work across South Yorkshire. New targets are currently being agreed with The FA.
4.20	Conduct research and engagement with priority groups on the development of inclusive and accessible outdoor sports facilities, through the PlayZone initiative	Sept 2023	Chris Siddall, RMBC		£22k secured for consultation. Progress is being made with partner organisations. “Narrowing the focus” work to take place in late January '22.
4.21	Finalise delivery plan for the approved cycling strategy.	March 2023	Andrew Moss, RMBC		Delivery Plan now at development stages with a draft circulated for comment. The cycling action plan is now on its second draft iteration with completion on schedule for presentation to approval by March 2023.
4.22	Rotherham Food Network to develop an action plan and response based on the framework of the Sustainable Food Places Bronze Award	April 2023	Gilly Brenner, RMBC		Rotherham Food Network well established with 14 organisations represented and >50 members. Currently meeting regularly to work through Sustainable Food

					Places framework to capture existing good practice and create an action plan to respond to opportunities.
4.23	Enable all partner staff to support neighbourhoods and communities to thrive, through exploring options on a partnership offer on training on strength-based approaches	March 2024	Martin Hughes and Leanne Dudhill		<p>Officers from HR, Neighbourhoods and Change & Innovation are in the process of scoping out an internal development programme for council staff that would potentially provide 3 levels of training –</p> <ul style="list-style-type: none"> • General Awareness (for all staff) • Enhanced awareness • Practitioner <p>It is also proposed to run a Place-based/Partnership offer alongside this, which will be targeted at middle/senior managers across RTP, ICP, Out of Hospital Workforce, Commissioning providers/services as well as appropriate Council staff.</p>

Cross-cutting priorities

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
Work in partnership to maximise the positive impact of anchor institutions across all 4 priorities	5.1	Undertake a baselining assessment regarding social value and map trend annually through the Rotherham Anchor Network.	March 2023 (baselining assessment) March annual target (trend mapping)	Karen Middlebrook, RMBC		Knowledge sharing activity with partners is ongoing as part of the anchor network's bi-monthly meetings. Spend data has now been provided by the Council and TRFT for financial years 2020/21 and 2021/22 that has enabled some baselining and trend analysis activity to take place between the two organisations. Further work is progressing to identify, gather and collate data from other partner agencies.
	5.2	Agree our partnership approach to act as anchor institutions to reduce health inequalities in Rotherham	March 2023	Place Board (Becky Woolley, RMBC)		The assurance framework has been developed as part of a wider interactive health inequalities tool. This will be reported on regularly to the Prevention and Health Inequalities Enabler Group and Place Board.

Support safe and equitable recovery from the Covid pandemic	5.3	Building on the VAR annual survey, explore options to assess the current position of the voluntary and community sector in partnership with stakeholders and report relevant learning to the board.	March 2023	Shafiq Hussain, VAR		We are liaising with the Centre for Regional Economic and Social Research (Sheffield Hallam University), South Yorkshire VCS partners and other stakeholders to develop the work.
	5.4	Conduct strategic impact assessment of Covid-19 on residents and Council services	May 2023	Lorna Quinn		<p>The assessment is underway with review of Public Health commissioned services (drug and alcohol, better health and sexual health), health services and adult social care in progress. Work is also underway to capture community voice through engagement work.</p> <p>Next steps include a focus on children and young people.</p>
	5.5	Consider further service developments to ensure differentials in access for certain patient cohorts are removed, for example by segmenting our waiting list based on wider patient needs.	March 2023	Michael Wright, TRFT		The Trust has launched a pilot initiative to reduce DNA rates for patients from the most deprived areas. Under this pilot, instead of appointment times being set automatically and sent to

						patients by letter, the Contact Centre are phoning patients in IMD deciles 1 and 2 in order to identify an appropriate time for them to attend their appointment. We are also due to launch our Waiting Well programme – “Ready Rotherham” – in Q4. This will provide our clinicians and patients with access to a ‘Directory of Support’ for them to be referred into additional programmes of support for their wider needs. In December, the Trust was announced as one of ten Trusts to successfully apply for the National Digital Weight Management Programme pilot, which will offer the Trust direct access to a national digital weight management offer for certain cohorts of patients.
Develop the Pharmaceutical	5.6	Host stakeholder consultation to support needs assessment	January 2025	Lorna Quinn, RMBC		Annual steering group meetings will be held; next one will be 2023.

Needs Assessment.	5.7	Publish updated Rotherham Pharmaceutical Needs Assessment	September 2025	Lorna Quinn, RMBC		Not yet started but will commence in 2025
Work in partnership to further develop the Rotherham Data Hub and assess population health.	5.8	Work with partnership steering group on annual refresh and development of the JSNA.	April 2023 April 2024 April 2025	Lorna Quinn, RMBC		The initial steering group meeting has taken place and the theme for 2023 has been confirmed (life-course). Steering group meetings are set for 2023 ahead of the April 2023 refresh.
	5.9	Launch annual training and promotion of the JSNA across the partnership	October 2022 October 2023 October 2024	Lorna Quinn, RMBC		Training and promotion have been conducted for 2022 including with RMBC colleagues, Health colleagues, Elected Members and Voluntary Community Sector colleagues. This will be scheduled for 2023 following April's refresh.
	5.10	Monitor population health through Outcomes Framework and report any emerging issues to the board	Ongoing	Becky Woolley, RMBC		The assurance framework has been developed as part of a wider interactive health inequalities tool. This will be reported on regularly to the Prevention and Health

						Inequalities Enabler Group and Place Board.
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