

Health and Wellbeing Strategy Action Plan: March 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: Strategic Director of Children and Young People’s Services, Rotherham Metropolitan Borough Council and Dr Jason Page, Medical Director for Rotherham Place, 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>First quarterly report to go to March HWB for information.</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> <p>Task and Finish group considered maternity issues using the five priority lenses.</p> <p>Further task and finish groups will meet to steer the publication of the Start for Life Offer, Parent-Carer Panel and Home Learning Environment components of Family Hubs/Start for life government funded programme.</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	<p>The mobilisation is progressing well and is currently on track for the new service to start in April 2023.</p> <p>Rotherham's Best Start and Beyond Public Health Nursing service will lead, coordinate, and deliver the Healthy Child Programme.</p> <p>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</p>	

						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		<p>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.</p> <p>The five priority lenses were used by the T&F group to consider potential 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		Internal and external stakeholder meetings have commenced to agree action

					<p>plan, which is expected to be in place March 2023.</p> <p>Comms plan completed.</p> <p>RMBC HR Policy reviewed and updated to better align with a breastfeeding friendly employer.</p> <p>Children's Centres and Family Hubs seeking UNICEF baby friendly accreditation.</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 safe staffing in the acute service on every shift.</p> <p>The development of the Maternity workforce transformation plan is</p>	

						enabling the team to develop this plan to get the model right for the local population. The model has commenced on the 5th Dec.
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	January 2024	Sue Turner, RMBC		Endorsed at HWBB, 25 th January 2023, presented at DLT R&E 23 rd February, planned to present at C&YP's DLT. Continue to work with 0 to 19 Service to embed approach. Joint action plan developed.
	1.7	Develop proposals for multi-agency Family Hub model of service delivery	November 2022	David McWilliams, RMBC		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 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.</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>The SEMH toolkit has been developed and available to schools which supports the graduated response</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>
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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		<p>A challenge and support monitoring meeting took place on the 16th January 2023 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 was recognition of pace in progress against the PfA development plan.</p> <p>There is representation of education, health and social care in all four of the WSoA subgroups as well as the SEND Strategic Performance Board.</p>
	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 with increases in nearly all geographical areas. The number of eligible children not

						<p>taking up a place has reduced from 137 to 73.</p> <p>Targeted promotional activity including Golden Ticket has continued over the Autumn term.</p> <p>Take-up of the universal early education entitlement for three year olds was also very positive in the Autumn term at 96.7%.</p>
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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		<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> <p>There are 2 more meetings with the Better Mental Health for All Group partners to provide evidence for theme areas. Attendance has been really encouraging with lots of activity to share for each theme within the OHID application.</p> <p>Themes completed to date include:</p> <ol style="list-style-type: none"> 1. Understanding local needs and assets 2. Partnership working and alignment

						Taking action on prevention/promotion of mental health
	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 	<p>Delivery to March 2025</p>	<p>Aidan Melville, RMBC</p> <p>Gordon Laidlaw, ICB</p>		<p>Social media messages promoting Rotherhive and Five Ways to Wellbeing are scheduled at least once every four weeks at the moment – this is reviewed quarterly as part of the Council's overall communications plan. Regular messaging is also going out via neighbourhoods ebulletins aligned to local ward priorities.</p>
	2.3	<p>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</p>	<p>December 2022</p> <p>Delivery to March 2025</p>	<p>Ruth Fletcher-Brown, RMBC</p>		<p>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.</p> <p>The Better Mental Health for All Group have been focusing on the Prevention Concordat work and the implementation of the Loneliness Action Plan.</p>
Take action to prevent suicide and self-harm.	2.4	<p>Promote suicide and self-harm awareness training to practitioners across the partnership and members of the public through internal and external communications</p>	<p>March 2025</p>	<p>Ruth Fletcher-Brown, RMBC</p>		<p>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.</p>

					<p>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</p> <p>in Riverside library on the 17th November. The second session is in Swinton library on 19th January. These sessions will be supported by partners of the Health and Wellbeing Board.</p> <p>The next session of the ZSA training for the public is at Mowbray Gardens on the 20th March.</p> <p>In addition to the Partnership training the following sessions have also been delivered:</p> <ul style="list-style-type: none">• 3 Suicide Awareness sessions for Adult Care staff (March 2023)• Suicide prevention in Rotherham (RDASH staff, January 2023)• There will be a PLTC for primary care on suicide prevention, to be delivered in March 2023. <p>From April 2022 to 10th March 199 practitioners/staff/volunteers from across</p>
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						the Partnership, have attended MH and Suicide prevention courses.
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			<p>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.</p> <p>ZSA training is promoted in training sessions for staff.</p> <p>ZSA sessions have been held in libraries across Rotherham from November 2022.</p> <p>Since September 2022, 323 people have accessed the ZSA training through the Be the One website.</p> <p>At the end of January, the latest Be the One video had been viewed over 2,100 times over all platforms – social media and website.</p>
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			<p>Amparo training sessions are being promoted to practitioners across the partnership.</p> <p>The coproduced SY& B toolkit 'Walk with Us' was launched end of September, with</p>

						<p>local press coverage and launch event with practitioners. Children, young people and families coproduced this with Chilypep. Hard copies are being sent out to schools, Early Help, VCS and NHS settings.</p> <p>Suicide Bereavement UK are holding 2 training sessions for CYPS staff across the partnership on 'Talking to Children about Suicide'.</p> <p>The second session 'Talking to Children about Suicide', facilitated by Suicide Bereavement UK, took place in February which was attended by partner organisations.</p> <p>'Walk with Us' toolkit is a finalist in the LGC Public/Public Partnership category.</p>
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	March 2024	Colin Ellis, RMBC		Rotherham has launched employment for everyone. employment is for everyone is a project that four organisations have

		opportunities to those with SEND, and improving wellbeing at work				<p>created in Rotherham (Speakup, Dexx, Art Works, EDLounge) supported by RMBC, Community Catalysts and the South Yorkshire Integrated Care System</p> <p>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</p>
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>Year 1 Band 7 recruitment: 3 remain in post. 3 new people have been recruited. 1 commenced in post 20 February 2023. The remaining 2 are in the process.</p> <p>Year 2 Band 4 recruitment: Interviews were held 24 February 2023. There were 6 successful applicants who are going through the process.</p> <p>Year 3: PCN's are confirming there recruitment needs for 2023/24.</p> <p>Early Intervention in psychosis - Long-term Plan Target (60%) – This target has been exceeded throughout quarter 3: October compliance was 100%, November 100% and December 100%</p> <p>Level 3 NICE compliance – achieved in 22/23 audit result was top performing.</p>

					<p>Eating disorders - NHS SY ICB Rotherham are working with SYEDA to rollout eating disorders training to primary care. Five courses delivered over Q3 & Q4 2022/23 – including 2 sessions for TRFT staff.</p> <p>Community Mental Health Transformation:</p> <p>Primary care hub development underway.</p> <p>Engagement event held Feb-23 160 people attended. The following survey was launched at the event https://www.surveymonkey.co.uk/r/CJVGD2R.</p> <p>Recruitment of Primary Care Service Manager completed. New postholder commence Jan 23.</p> <p>Recruitment of Rotherham CMHT Lead completed and the successful candidate is now in post.</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 	March 2024	Andrew Wells, RMBC Julie Thornton, RDaSH Kate Tufnell, ICB – Rotherham	<p>Partnership working to ensure an early intervention and crisis prevention Rotherhive promotion continues. Data is showing an increase in utilisation of the ‘I need urgent help section’ Scoping exercise on Crisis Prevention/Early Intervention completed</p>	

		<p>and crisis prevention model is developed</p> <ul style="list-style-type: none"> • Mobilisation of the Touchstone Safe Space (alternative to crisis) provision • Mobilisation of social care pathways 		<p>Ruth Fletcher-Brown, Public Health</p>		<p>and shared with RDaSH to 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 launched in September 2022. Since the launch, significant outreach, engagement, and promotion has taken place to integrate the new Service and develop the pathways with existing Rotherham services.</p> <p>The number of people accessing Safe Space is steadily rising. A new free phone number has been launched for the Service: 0808 175 3991</p> <p>Mobilisation of social care pathways The Mental Health Review Report outlining the social care contribution to mental health services including crisis, was approved by cabinet in February 2023. Cabinet approved the development</p>
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						of the Mental Health revised service offer and model with agreement for this to come back to Cabinet in December 2023 prior to implementation.
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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		<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)	AD Strategic Commissioning, RMBC		A dedicated officer resource is being recruited – Carers Strategy Manager. This appointment will accelerate progress to co-produce the Action

			of area of focus 2 of strategic framework)			Plan and deliver the associated objectives and priorities.
3.3	Establish locality specific carer partnership / network groups	April 2023 – March 2024 (as part of delivery of area of focus 2 of strategic framework)	AD Strategic Commissioning, RMBC			The Carers Strategy Manager will lead this piece of work.
3.4	Introduce co-production programme with communities to build our carer friendly Borough	April 2023 – March 2024 (as part of delivery of area	AD Strategic Commissioning, RMBC			The Carers Strategy Manager will lead this piece of work.

			of focus 2 of strategic framework)			
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		The Carers Strategy Manager will lead this piece of work.
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	AD Strategic Commissioning, RMBC		This will be taken forward as part of the medium-term delivery of the strategic framework.

			3 of strategic framework)			
	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>Unplanned Care Fast Response Team provide the social care packages and cover the first 48 hours 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 with the Unplanned Care Team</p>
Support local people to lead healthy lifestyles, including reducing	3.8	Develop a partnership prevention campaign with a focus on upstream prevention messaging.	March 2023	Becky Woolley, Gordon Laidlaw, Aidan Melville		Work is underway to develop the prevention campaign. Options have been developed and community insights have started to shape this campaign. This will be reviewed for

<p>the health burden from tobacco, obesity and drugs and alcohol.</p>						<p>approval by all partners by the end of March/early April and launched thereafter.</p> <p>Content has also been written for the expansion of RotherHive to include wider health issues (such as smoking, weight, physical activity). This should be ready to launch by the end of March/early April.</p>
	<p>3.9</p>	<p>Develop our partnership plans focussed on tobacco and alcohol.</p>	<p>December 2022</p>	<p>Jacqueline Wiltschinsky, RMBC Gilly Brenner, RMBC</p>		<p>Tobacco</p> <p>The Tobacco Control Action Plan was presented to Health and Wellbeing Board in January. The Tobacco Control Steering Group will continue to oversee the actions with representatives from across Place and use the dashboard of indicators to monitor progress.</p>

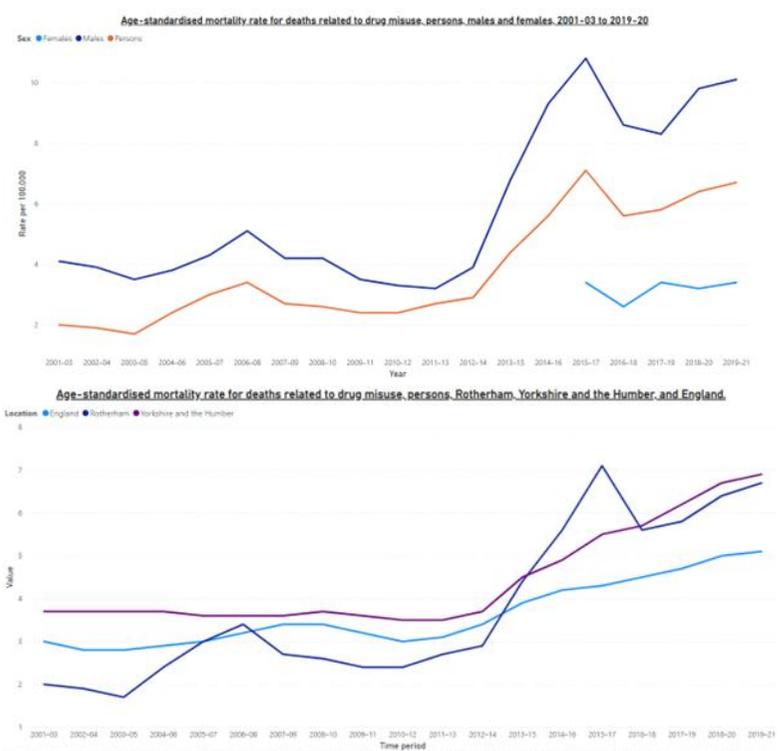
					<p>Alcohol and drugs</p> <p>The tender for the new drugs and alcohol service has now been awarded to the new provider and mobilisation is underway with the demobilisation of the incumbent provider. Joint meetings are taking place with both providers to ensure a smooth transition from one to the other by April 2023.</p> <p>The new service model includes a separate pathway for alcohol, which will incorporate tailored clinical care pathways to address 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</p>
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						<p>address Rotherham's identified needs.</p> <p>The OHID grant template for year 2 was submitted on 10/03. 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>
3.10	Identify and report on learning from the population health place development programme.		November 2022	Alex Henderso n-Dunk, Lydia George and Becky Woolley		<p>Learning from the Place Development Programme has been fed back to various groups, including the Prevention and Health Inequalities Enabler Group and the Place Board.</p> <p>Discussions about how to take this learning</p>

						forward are being discussed as part of the Place Plan refresh.
3.11	Identify and treat inpatient smokers as part of the QUIT programme.		March 2023	Mike Smith, Healthy Hospitals Manager, TRFT		<p>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.</p> <p>KPI data from January 2023:</p> <ul style="list-style-type: none"> • 89% of inpatients have smoking status recorded within 24 hours of admission

							<ul style="list-style-type: none"> 69% of smokers receive a specialist assessment from a Tobacco Treatment Advisor 																					
3.12	Increase the number of non-opiate and alcohol treatment completions in line with PHE Average.	<table border="1"> <thead> <tr> <th></th> <th></th> <th>Apr-22</th> <th>Oct-22</th> <th>Dec-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> <td>34.30%</td> </tr> <tr> <td>PHE Average</td> <td>34.51</td> <td>33.32%</td> <td>32.80%</td> </tr> <tr> <td rowspan="2">Alcohol - PHOF C19c</td> <td>Rotherham</td> <td>25.42%</td> <td>32.80%</td> <td>35.80%</td> </tr> <tr> <td>PHE Average</td> <td>36.42%</td> <td>36.07%</td> <td>35.70%</td> </tr> </tbody> </table>			Apr-22	Oct-22	Dec-22	Non Opiate - PHOF C19b	Rotherham	24.92%	28.84%	34.30%	PHE Average	34.51	33.32%	32.80%	Alcohol - PHOF C19c	Rotherham	25.42%	32.80%	35.80%	PHE Average	36.42%	36.07%	35.70%	Sept 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 the National Drug Treatment Monitoring System 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</p>
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					<p>the previous 10 months for non-opiate completions, whereas the England average has remained fairly static. Rotherham is now exceeding National averages on Q3 data. This might not be sustained at Q1 of 23/24 data (Q4 data will still be CGL) due to the disruption of the change of provider.</p> <p>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.</p> <p>Additional work to build a families and friends</p>
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					support service in Rotherham to support sustained recovery.
3.13	<p>Review and establish the drug-related death pathway to identify improvements across the system.</p>  <p>Age-standardised mortality rate for deaths related to drug misuse, persons, males and females, 2001-03 to 2019-20</p> <p>Sex: Females (Blue), Males (Orange), Persons (Green)</p> <p>Age-standardised mortality rate for deaths related to drug misuse, persons, Rotherham, Yorkshire and the Humber, and England</p> <p>Location: England (Blue), Rotherham (Orange), Yorkshire and the Humber (Green)</p>	Sept 2021- March 2023	Anne Charlesworth, RMBC		<p>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.</p> <p>A review of the policies and procedures is underway, relating to the system and wider process with partners.</p> <p>A drug related death review has been undertaken and has</p>

					<p>highlighted increased age-standardised mortality rates for deaths related to drug misuse over three-year-periods for Rotherham, Yorkshire and the Humber, and England. The rate of death relating to drug misuse in 2019-21 was 6.7 deaths per 100,000 people (48 registered deaths). The male rate of drug misuse deaths was 10.1 deaths per 100,000 (35 registered deaths) and the female rate was 3.4 deaths per 100,000 (13 registered deaths) during the same period. In addition, a review of deaths in treatment has taken place, and further in-depth analysis is scheduled in March/April to review cases by key themes.</p>
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	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 2024 – pilot extended for another year	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. Extension to March 2024 agreed in Feb 2023.
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Aim 4: All Rotherham people live in healthy, safe, and resilient communities

Board sponsor: Laura Kosciwicz, 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		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		Messaging around loneliness and befriending are scheduled at least once every four weeks at the moment – this is reviewed quarterly as part of the Council's overall communications plan. Regular messaging is also going out via neighbourhoods ebulletins aligned to local ward priorities.
	4.3	Update and deliver loneliness action plan	Update November 2022	Ruth Fletcher-Brown, RMBC		The refresh of the partnership Loneliness Action Plan was agreed by the Health and Wellbeing Board in November

			Delivery to March 2025			<p>2022 and implementation has commenced.</p> <p>Partners have submitted, updates on their actions. These include:</p> <ul style="list-style-type: none">• Warm Welcome and Open Arms Hubs running in libraries• Rotherham Federation- New Open Arms project delivered in 10 most deprived areas and focusing outreach drop ins to support cost of living issues but also to help connect people in those communities.• Development of new Shared reading groups• Children's capital of culture- Year 1 engagement programme completed• 4972 tenancy health checks undertaken to date in 2022/23 and tenants have been signposted/referred to services where required.
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						<ul style="list-style-type: none"> • Promotion of local assets/buildings/activities regularly taking place via monthly ward e-bulletins and other more traditional channels • Further investment in Gizmo • Mapping services/organisations which are available to support Rotherham residents- initial draft complete and will be hosted on JSNA when finalised.
	4.4	Promote volunteering opportunities	March 2024	Kerry McGrath, VAR		We currently have 73 volunteer opportunities advertised on our website.
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	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.

			September 2025			
	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		<p>A programme of activities supporting audiences aged 55+ to reconnect following Covid-19 launched in October 2021 and completed in September 2022. The programme included a series of events, exhibitions and performances, and the creation of a new Care Home Choir and of a new circus school.</p> <p>An evaluation of the programme was completed in December 2022 and found that:</p> <ul style="list-style-type: none"> • 45% of participants said that they were more physically active • 55% of participants said that they were thinking more clearly • 50% of participants said that they were feeling more optimistic about the future • 90% of participants had not tried the activity before • 89% of participants would recommend the activities to a friend or family member

						<ul style="list-style-type: none"> 60% of participants said their wellbeing had improved as a result of attending.
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			<p>Children’s Capital of Culture launched in February 2022. Children’s Capital of Culture: Making it Happen Event launched the roadmap to the 2025 festival in Jan 2023.</p>
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>Pop-up libraries are scheduled for every Thursday in August at the Civic Theatre to coincide with Granny Norbag children’s author workshops linked to the Summer Reading Challenge.</p> <p>Since January, 16 Makerspace sessions have taken place with more planned for the spring.</p> <p>On the 19th January the mobile library van visited children at Todwick Primary School. There are 7 more mobile van visits to schools planned for 2023.</p> <p>We are now accommodating fortnightly sessions within Libraries and Neighbourhood Hubs as part of the Rotherfed Open Arms project. The sessions will be used to deliver holistic cost of living support to</p>

					<p>individuals which started on 20th February.</p> <p>In conjunction with Flux, Swinton Library hosted six weeks of free pottery sessions. 120 adults and 36 children attended in total. A new Shared Reading group will run at Dinnington starting 13th March.</p> <p>The service is working in partnership with Tiny Talkers to organise Early Years settings having a visit from a Libraries and Neighbourhood Hubs Officer to promote and fulfil, the Cressida Cowell pledge (from 2019-22). The aim is for Early Years settings to contact their local library to organise a visit from the local library.</p> <p>Early Years partners have worked with Greasbrough, Maltby, Aston & Swinton libraries & neighbourhood hubs to re-establish network meetings for childminders. These started in December and are running successfully once a school term. Local Author Gail Jones will be visiting libraries to discuss her books and promote a love of reading. Gail's books are mainly</p>
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					<p>aimed at young teen fiction but are suitable for 9–11-year-olds.</p> <p>Using funding from ‘Off The Shelf Festival’, Rotherham Libraries & Neighbourhood Hubs ran one-off writing workshops at six different locations: Aston, Mowbray Gardens, Wath, Riverside, Rawmarsh and Wickersley, leading up to National Storytelling week. The workshops offered a safe, and supportive space for adults to write about themselves, their thoughts, and their feelings and were facilitated by local writers Matt Abbott and Vic Leeson. 38 adults participated in the workshops and participants enjoyed talking with other adults and having support and guidance to write. There is a demand for more writing groups across the borough. The project resulted in an exhibition in the Gallery at Riverside.</p> <p>A reading garden is planned for the new Swinton library which will open in the winter.</p>
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	4.9	<p>Utilise libraries as death positive spaces, where the public can have conversations around loss, grief, end of life planning and legacy.</p> <p>Explore legacy opportunities for programme, building on positive public response</p>	<p>March 2023</p> <p>March 2024</p>	Zoe Oxley, RMBC		<p>Death cafes will take place at Mowbray on a bi-monthly basis on the 3rd Thursday of the month.</p> <p>Following the success of the Music and memory sessions in 2022, a further session took place at Mowbray Gardens library in February, 2023. The service is currently exploring if funds can be identified to continue the sessions moving forward.</p>
	4.10	<p>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</p>	March 2025	Zoe Oxley, RMBC		<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. Maltby held their first menopause café on 20th February. One of the partners we work with from Active Regen is interested in linking it with one</p>

						of his projects. Other partners have been contacted to look at joint work at other sites.
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 being rolled out in district. SYFR partnership team building relations with social housing organisations to broaden referral scheme.
	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. The first meeting took place on 17 th Jan. It was agreed to update the safeguarding protocol. Meetings will take place bi-annually.
	4.13	Establish a Combatting Drugs Partnership for Rotherham	October 2022	Jessica Brooks, RMBC		4th Combatting Drugs Partnership meeting held 02/02/23.
	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

					<p>planning workshop held on 05/12/23.</p> <p>An initial draft of the action plan has been developed. This were shared with partners for comments reviewed at the following Combatting Drugs Partnership board meeting on 02/02/2023. Following this a new revised version is being drafted ahead of the next board meeting on 30/03/23, once finalised will be shared with HWBB.</p>
4.15	Delivery of vaccination programme for Covid-19 and flu	Annual target	Denise Littlewood, RMBC	<p>Covid-19 vaccine coverage in Rotherham is 84.5% first dose, 81.2% second dose and 65.6% third or booster dose for the population aged 12 years old and above. This is a total of 205671 people having received their first dose, 197701 having received their second and 159,626 having received their booster or third dose (562998 total vaccinations in total). For the Spring Booster Campaign is now underway. Data updated 1st March 2023</p>	

						The Flu vaccine uptake for patients registered at a Rotherham GP is 83.2% in all patients aged 65-years-old and above. For those aged Under 65-years-old, at risk only, the coverage is 51.1%. Data as of 23 rd February 2023.
Develop a borough that supports a healthy lifestyle.	4.16	Progress strategic approach to physical activity in Rotherham, through four key areas: <ul style="list-style-type: none"> • Active workforce • Social movements • Front line workers signposting • Local social prescribing structures 	Nov 2022 (Action plan developed) March 2025 (Delivery)	Gilly Brenner, RMBC, with Norsheen Akhtar, Yorkshire Sport Foundation		Appreciative enquiry workshops completed with 100 individuals attending across broad range of partners. Action plan developed and presented to H&WbB in March. Continued monitoring of delivery of the plan to be overseen and driven through Health and wider physical activity subgroup reporting to Moving Rotherham Board.
	4.17	Develop a borough-wide MECC training offer on physical activity	March 2023	Gilly Brenner, with Norsheen Akhtar, Yorkshire Sport Foundation		Training available to healthcare workers online and face to face Moving Healthcare Professionals Sport England . Training delivered to schools' staff via PHSE forum in February. Training for care homes in development. Continued development of a range of training offers as

						detailed in Health and wider physical activity subgroup action plan.
	4.18	Deliver a range of programmes to welcome women and girls into football, focussing on under-represented groups.	July 2023	Chris Siddall, RMBC		Focus this 6 month period will be on referring awards. Work being carried out jointly with the Sheffield and Hallamshire County FA. The recent women's tournament was deemed a success. Promotional videos have been produced for International Women's Day with RUFC Women's Team.
	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 throughout the community venues in Rotherham. New KPI's have yet to be agreed.
	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		"Narrowing the focus" meeting has taken place with partners in late January. Further consultation work will run with a final date for submissions for full grant expected around September 2023.

	4.21	Finalise delivery plan for the approved cycling strategy.	March 2023	Andrew Moss, RMBC		Delivery Plan in final draft, to be circulated for approval 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 OD, 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>
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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		<p>Knowledge sharing activity with partners is ongoing as part of the anchor network's bi-monthly meetings.</p> <p>The Council has been working with partners and local spending profile 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. Work will continue to encourage other partners to participate.</p>
	5.2	Agree our partnership approach to act as anchor institutions to reduce health inequalities in Rotherham	March 2023	Place Board (Becky Woolley, RMBC)		Following a series of workshops in January and February, a proposed approach to take this agenda forward has been developed with various

						<p>partnership subgroups. This was presented to the Place Leadership Team in early March and the approach was endorsed.</p> <p>Further work will be undertaken to embed this into the Place Plan refresh.</p>
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		The draft specification for the State of The Sector work is being finalised and we expect to formally engage the Centre for Regional Economic and Social Research (Sheffield Hallam University) during March 2023.
	5.4	Conduct strategic impact assessment of Covid-19 on residents and Council services	May 2023	Lorna Quinn		The assessment is underway with review of Public Health commissioned services (drug and alcohol, better health and sexual health), health services, children and young people, and adult social care in progress. Work is also underway to capture

						<p>community voice through engagement work.</p> <p>Findings will be included in the 2023 DPH report.</p>
5.5	<p>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.</p>	March 2023	Michael Wright, TRFT			<p>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</p>

						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 Needs Assessment.	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.
	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		Steering group meetings have taken place and a life course addition agreed. The JSNA is on track to be published in April 2023 and is scheduled for H&WbB in June.
	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

						<p>Community Sector colleagues.</p> <p>This will be scheduled for 2023 following April's refresh.</p>
	5.10	Monitor population health through Outcomes Framework and report any emerging issues to the board	Ongoing	Becky Woolley, RMBC		<p>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.</p>