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## Prevention Concordat for Better Mental Health: Commitment level

### Information required from signatories to the Consensus Statement

We are delighted that you are interested in becoming a signatory to the [Prevention Concordat for Better Mental Health Consensus Statement](#). You will be joining a number of organisations who have committed to working together to prevent mental health problems and promote good mental health through local and national action.

### The Prevention Concordat Commitment level registration process

**Step 1.** Complete a first draft of your Prevention Concordat Commitment action plan using the template below and send it to [publicmentalhealth@phe.gov.uk](mailto:publicmentalhealth@phe.gov.uk).

*(Attach any supporting documents that you may want to share)*

**Step 2.** Your PHE regional lead will contact you to arrange an informal conversation and give feedback on your proposed plan.

**Step 3.** Make any changes to your action plan based on feedback.

**Step 4:** Once your application is complete you will need to obtain the signature of your most senior leader or Chief Executive Officer for formal approval of your plan.

**Step 5.** E-mail your final submission to [publicmentalhealth@phe.gov.uk](mailto:publicmentalhealth@phe.gov.uk)

**Step 6.** The national Public Mental Health team will review your application and will be in touch with the result within 2-4 weeks of the submission date.

**Step 7:** Following this, the national team will dispatch a certificate to the lead contact for your organisation.

**Step 8:** The national team will follow up progress after 12 months. New aspects of the programme to provide support and progression for existing signatories will be developed in 2021.



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## Section 1 - Registration form

*Please note: If you are signing up on behalf of a partnership, e.g. health and wellbeing board, integrated care system, sustainability and transformation partnership or another type of partnership, please provide name, email, telephone number and job title of all the lead officers. Add additional columns as needed.*

<b>Lead contact name</b>	Councillor David Roche Chair of the Health and Wellbeing Board  Ben Anderson, Director of Public Health, RMBC
<b>Lead contact details</b>	Email: <a href="mailto:cllr david.roche@rotherham.gov.uk">cllr david.roche@rotherham.gov.uk</a> <a href="mailto:ben.anderson@rotherham.gov.uk">ben.anderson@rotherham.gov.uk</a> <a href="mailto:ruth.Fletcher-Brown@rotherham.gov.uk">ruth.Fletcher-Brown@rotherham.gov.uk</a>
<b>Job title of lead officer</b>	Ruth Fletcher-Brown Public Health Specialist, RMBC
<b>Name of organisation / partnership.</b>	Rotherham Health and Wellbeing Board
<b>Local authority/region</b>	Rotherham Metropolitan Borough Council (RMBC)
<b>Post code</b>	S60 1AE
<b>Weblink</b>	
<b>Twitter handle</b>	
<b>Organisation or Partnership</b>	Health and Wellbeing Board
<b>Please tell us more about your organisation's work</b> (no more than 150 words)  <a href="#">Health and Wellbeing Strategy 2022-25</a>	The Health and Wellbeing Board brings together local leaders and decision-makers, to work together to improve the health and wellbeing of Rotherham people and identify priorities and needs within our system, through:

For further information please contact [publicmentalhealth@phe.gov.uk](mailto:publicmentalhealth@phe.gov.uk)



	<ul style="list-style-type: none"> <li>• Overseeing and driving the implementation of the Health and Wellbeing Strategy, 2018-2025.</li> <li>• Leading action to reduce health inequalities in Rotherham and tackle the wider determinants of health to ensure the health of our most vulnerable communities is improving the fastest.</li> <li>• Setting the strategic direction for the Place Board and Place Plan.</li> </ul> <p>The four aims outlined within the Health and Wellbeing Strategy 2018-25 are</p> <ol style="list-style-type: none"> <li>1. All children get the best start in life and go on to achieve their potential</li> <li>2. All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life</li> <li>3. All Rotherham people live well for longer</li> <li>4. All Rotherham people live in safe and resilient communities.</li> </ol>
<p><b>Please list any partners you are working with</b></p>	<p><b>Please give a lead contact name and email for each member of the partnership</b></p>
<p>Chair of Board, Cabinet Member for Adult Social Care and Health</p>	<p>Cllr Roche (cllrdavid.roche@rotherham.gov.uk)</p>
<p>Vice Chair of Board, Medical Director for Rotherham Place (NHS South Yorkshire)</p>	<p>Dr. Jason Page (<a href="mailto:jason.page1@nhs.net">jason.page1@nhs.net</a>)</p>
<p>Rotherham Metropolitan Borough Council (RMBC)</p>	
<ul style="list-style-type: none"> <li>• Director of Public Health</li> </ul>	<p>Ben Anderson (ben.anderson@rotherham.gov.uk)</p>
<ul style="list-style-type: none"> <li>• Strategic Director of Adults, Housing &amp; Public Health</li> </ul>	<p>Ian Spicer (ian.spicer@rotherham.gov.uk)</p>
<ul style="list-style-type: none"> <li>• Chief Executive</li> </ul>	<p>Sharon Kemp (sharon.kemp@rotherham.gov.uk)</p>
<ul style="list-style-type: none"> <li>• Director of Children Services</li> </ul>	<p>Nicola Curley (nicola.curley@rotherham.gov.uk)</p>



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• Cabinet Member with responsibility for Children's Services	Cllr Victoria Cusworth (victoria.cusworth@rotherham.gov.uk)
Voluntary Action Rotherham (VAR)	Shafiq Hussain (shafiq.hussain@varotherham.org.uk)
South Yorkshire Police	Laura Kosciwicz (laura.kosciwicz@southyorkshire.police.uk)
The Rotherham NHS Foundation Trust (TRFT)	Richard Jenkins (Richard.jenkins8@nhs.net)
NHS South Yorkshire (ICB) Rotherham Place Director	Chris Edwards (Christopher.edwards7@nhs.net)
GP representative	Neil Thorman (neil.thorman@gmail.com)
Health Watch Rotherham	Eldho Rajan (eldho.rajana@healthwatchrotherham.org.uk)
Rotherham Doncaster and South Humber NHS Foundation Trust (RDaSH)	Toby Lewis (tobylewis@nhs.net)



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## Section 2 – Action Plan

The Prevention Concordat for Better Mental Health is based on [the five-domain framework for local action](#). Please describe what you are planning to commit to in the **next 12 months** for your organisation/area using the form below. Please take into account the mental health impacts of COVID-19 when completing this action plan.

*(See the question prompts to support completion of this section).*

<p><b>Background</b></p> <p><a href="#">Population – Rotherham Data Hub</a></p> <p><a href="#">director-of-public-health-annual-report-2022 (rotherham.gov.uk)</a></p>	<p>Rotherham borough covers an area of 110 square miles and has a population of 264,984. Around half of the borough’s population lives in the Rotherham urban area (including Rawmarsh and Wickersley), in the central part of the borough. Most of the rest live in many outlying small towns, villages, and rural areas. Rotherham is a diverse borough with a mixture of people, cultures, and communities. There are densely populated multi-ethnic inner urban areas, large council-built housing estates, leafy private residential suburbs, industrial areas, rural villages, and farms. Rotherham is well connected to other areas of the region and country via the M1 and M18, both of which run through the borough, and by the rail network which links to Sheffield, Doncaster, and Leeds. There are five airports within 55 miles of Rotherham, Doncaster (Robin Hood), Manchester, Leeds &amp; Bradford, East Midlands, and Humberside.</p> <p>Pre-industrial Rotherham developed as a small market town serving a rural hinterland. It became a major industrial centre during the Nineteenth Century, built around steel making and coal mining. Rotherham attracted workers from other areas, growing rapidly between 1890 and 1910. In 1951, manufacturing industries employed 33,100 people and 27,600 worked in coal mining and quarrying, a total of 65% of all workers. The last coal mine closed in 2013 and the steel industry has declined to employ just 1,600 workers in 2015. As of May 2021, Rotherham is divided into 25 wards (an increase from 21 wards following the 2018 electoral boundaries review).</p> <p>The Rotherham Local Authority has a resident population of 264,984 (mid-year 2020, ONS). The age profile for Rotherham is similar to that of England as a whole. However, Rotherham has a below average percentage of people aged 18 to 29 as a result of students leaving Rotherham to study elsewhere and young adults leaving the area for work. The high proportion of residents aged 45-59 is largely a reflection of high birth rates in the 1960s. 19.8% of the Rotherham population are aged 65 and above which has implications for health and care services.</p> <p><b>Key Statistics</b></p> <ul style="list-style-type: none"> <li>• In 2019, Rotherham was ranked 44<sup>th</sup> most deprived authority in England, making the borough amongst the 14% most deprived local authority areas in England.</li> <li>• In terms of deprivation, the Department for Communities and Local Government published Index of Multiple Deprivation indicates that 22% (36 LSOAs) of Rotherham are in the top 10% most deprived in England.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Suicide rates for all persons in Rotherham are statistically higher than the national average 13.2 compared to 10.2 per 100,000 nationally. Males (18.2) have seen a decrease and we are now statistically similar to the England average (15.9). (Y&amp;H 18.8). However females have increased to 8.5 compared to England at 5.2 which is statistically higher (Y&amp;H 6.5)</li> <li>• Before covid, the estimated Rotherham prevalence for common mental health disorders was high in the over 65 age group (11.6% compared to 10.2% nationally) and 16+ population (18.6% compared to 16.9% nationally).</li> </ul>		
Domain	Proposed Actions	Lead	Timeframe
<p><b>1. Understanding local needs and assets</b></p> <p><i>Whole Population Needs</i></p>	<p><b>To Be Actioned</b></p> <p><b>JSNA</b></p> <p>The Rotherham JSNA assesses current and future health and social care needs within the health and wellbeing board area covering the whole population. This includes both physical health and mental health, health protection, and upstream prevention of ill health. The JSNA includes demographics of Rotherham and sub-Rotherham geographies (such as Wards and MSOAs), the needs of people of all ages, and how needs may be harder to meet for those in disadvantaged areas or vulnerable groups who experience inequalities, such as people who find it difficult to access services. In addition, it includes wider social, environmental, and economic factors that impact on health and wellbeing – such as access to green space, the impact of climate change, air quality, housing, community safety, transport, economic circumstances, and employment.</p> <p>The JSNA is looking to incorporate qualitative data from our communities, which will include case studies from the Better Mental Health Project.</p>	<p>Lorna Quinn (Public Health Intelligence Manager, RMBC)</p>	<p>Refreshed April/May 2023. To go 'live' by June 2023</p>



	<p><a href="#">Homepage – Rotherham Data Hub</a></p> <p><b>ASSET Mapping</b> RMBC Public health intelligence and adult care commissioning have developed a Rotherham asset map that displays mental health services throughout the borough including primary prevention, dementia cafes, carers support groups, physical activities, and social groups. This is available on the JSNA website (listed above). Pilot will be planned with Social prescribers at VAR. Following feedback from the pilot adjustments will be made and mapping will be available to Partner organisations.</p> <p><b>Rotherham Ward Priorities</b> The Councillors in each of Rotherham's 25 wards have identified a set of priorities which are contained within a ward plan. These are based on ward profiles, which include relevant ward level data such as health. Currently, 9 of those wards specifically mention mental health within their priorities. However, the majority of the wards include other priorities that have an indirect impact on mental wellbeing, such as tackling the cost-of-living crisis, improving community safety, and ensuring access to quality green spaces. These priorities and plans are refreshed annually and published every June.</p> <p><b>Mental Health Data Pack</b> Partners are working collaboratively to pull together a mental health data report which will inform pathway development work and transformation of mental health provision.</p>	<p>Lorna Quinn (Public Health Intelligence Manager, RMBC)</p> <p>Martin Hughes (Neighbourhood Coordinator, RMBC)</p> <p>Lorna Quinn (Public Health Intelligence Manager, RMBC), Ruth Fletcher-Brown working with RDASH, ICB</p>	<p>Pilot to commence in July. Rollout to Partners in September/Oct 2023</p> <p>May/June 2023</p> <p>September/October 2023</p>
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	<p><b>ICB</b></p> <p><b>YAS data</b> A piece of analysis has been undertaken with Yorkshire Ambulance Service and Public Health Intelligence, across South Yorkshire. This work covers mental health calls by local area and demographic, final working impressions, contact with other services, outcomes, and use of services. This piece of work is being used to understand where, and how, services could be targeted.</p> <p><b>Real-Time Surveillance</b> Rotherham began looking at suicides in real time in 2016. This system was then replicated across South Yorkshire. The Real Time Surveillance System allows action to be taken immediately to prevent suicide contagion, support all those bereaved and affected and look at methods, areas of concern and risk factors. The real time surveillance data is analysed by demographic (including gender, age, and index of multiple deprivation) and thematic analysis to understand the range, and prevalence, of mental health conditions throughout the borough. This informs Rotherham's Suicide Prevention and Self Harm Action Plan.</p>	<p>Rotherham and Adult Care, RMBC</p> <p>Lorna Quinn (Public Health Intelligence Manager, RMBC) Ruth Fletcher-Brown (Public Health Specialist, RMBC)</p> <p>Lorna Quinn (Public Health Intelligence Manager, RMBC) &amp; Ruth Fletcher-Brown (Public Health Specialist, RMBC)</p>	<p>YAS report to be shared at Strategic Suicide prevention group in June 2023 and actions to follow</p> <p>Ongoing. Quarterly reports to the Strategic Suicide Prevention Group</p>
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<p><b>Needs across the life course</b></p>	<p><b>Rotherham Lifestyle Survey</b> The Rotherham Lifestyle Survey is for students in Y7 and Y10 at secondary school, pupil referral units, and elective home educated students. It covers health and wellbeing in its entirety and has specific sections on mental health and emotional wellbeing. The schools participating in the survey will use the findings from their school's results to develop actions. The redacted report will be available for children and young people's commissioners and providers.</p> <p><b>Rotherham Older People Forum/ EngAge Rotherham</b> This forum focuses on the older generation's needs by establishing priorities raised within the forum. Topics can range from engagement and collaboration to promote creativity and culture in later life; Ways to Wellbeing in Later Life; Hospital Discharge support; addressing Cost of Living pressures; supporting peer-led Activity Groups; Loneliness Conversations.</p>	<p>Bev Pepperdine (Commissioning, Performance &amp; Quality, RMBC)</p> <p>Iain Cloke (EngAge Rotherham Operations Manager)</p>	<p>Report expected June/July 2023. Shared with SEMH Strategy Group</p> <p>Ongoing – Meet monthly and programme is being planned for the year ahead (2024)</p>
<p><b>Determinants of Mental Health</b></p>	<p><b>JSNA</b> The JSNA includes wider social, environmental, and economic factors that impact on health and wellbeing – such as access to green space, the impact of climate change, air quality, housing, community safety, transport, economic circumstances and employment. The JSNA is updated on a quarterly basis where new data is available and will have a full refresh of all data on a yearly basis. Updates are shared with commissioners and providers.</p> <p>Training on use of the Rotherham Hub is an annual offer to all Partner organisations. <a href="#">Mental Wellbeing – Rotherham Data Hub</a></p>	<p>Lorna Quinn (Public Health Intelligence Manager, RMBC) &amp; Ruth Fletcher-Brown (Public Health Specialist, RMBC)</p>	<p>Refreshed April/May 2023, then annually.</p> <p>Training offered annually including VCS colleagues and Elected Members.</p>



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<p><b><i>Inequalities including community engagement</i></b></p>	<p><b>Place Development Programme- now Population Health Management (PHM)</b>  Rotherham Place partners participated in the national NHSE funded place development programme and undertook significant analytical work. The findings of this work included that there is a need to focus on multimorbidity, and that there is a high prevalence of multimorbidity including mental health conditions, such as depression and anxiety. This is already feeding into existing work programmes and services.  A Population Health Management Group is being set up to look at how we can take a more person-centred approach to supporting people with LTCs which is holistic and includes mental health.</p> <p><b>Impacts of COVID report</b>  This report reviews the impact of the previous three years on mental health services including IAPT (Talking therapies), Community Mental Health Transformation team, and children and young people's mental health services. The analysis reviews the impact of the last three years by demographic data including age, sex, ethnicity, and deprivation decile, for referrals, waiting times, outcomes, and did not attend/was not brought rates.  This research also included a series of engagement sessions with local community groups. A targeted approach was taken to try and understand the impacts within different communities, including ethnic minority communities, carers, people with SEND and neurodiversity, older people, and younger people. The lasting impacts of the pandemic on mental health was raised within many sessions, such as higher levels of anxiety and lower feelings of self-confidence.  The report will go to the Health and Wellbeing Board in June and will include recommendations about how to address the lasting impacts of the pandemic.</p>	<p>Rebecca Woolley (Public Health Specialist, RMBC) / Alex Henderson-Dunk (Head of Intelligence – Rotherham ICB)</p> <p>Lorna Quinn (Public Health Intelligence Manager, RMBC) / Rebecca Woolley (Public Health Specialist, RMBC)</p>	<p>Population Health Management workshop is in June 2023. PHM Steering group meets monthly</p> <p>Report due June 2023.</p> <p>The Director of Public Health report covering the impact of the pandemic will be shared at the HWB and Place Boards in June and July 2023</p>
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	<p><b>Completed Actions</b></p> <p><b>Mental Health &amp; Emotional Wellbeing Impact Assessment COVID-19</b> During 2020, a Mental Health and Emotional Wellbeing Impact Assessment was conducted to understand the impact COVID was having on Rotherham's residents. This review drew upon national, regional and local data. Qualitative data was included from Partner organisations, reflecting specific needs of vulnerable groups and communities.</p> <p><b>COVID19 Survey – Voice of Children &amp; Young People</b> During the 2020 and 2021 colleagues in CYP Services, schools and Public Health sent out a questionnaire to children and young people in Rotherham to understand the impact that the pandemic was having in their mental health and emotional wellbeing. The survey was to inform local planning for mental health and wellbeing support. The survey was administered in June 2020, October 2020 and June 2021. 'You said, we did' The survey findings were shared with Senior Leaders at RMBC, Partners on the Education Recovery Cell and the Social Emotional Mental Health Strategy Group. Individual schools received their own data which informed local action plans within the schools.</p> <p><b>Coroners Audit</b> In 2019 Public Health Leads for suicide prevention in South Yorkshire and Bassetlaw worked with Sheffield University to perform an audit of suicides from 2018 and 2019 for the purposes of identifying the demographics, factors and circumstances round the death, producing a final report for the ICB Suicide Prevention Group. This report is used to inform suicide prevention actions at Place and across ICB South Yorkshire.</p>	<p>Completed in 2021</p> <p>Finalised in summer 2021</p> <p>Completed in 2021 (report produced)</p>
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	<p><b>Children, Young People and Families</b> The Children, Young People and Families Consortium have developed a map on a page detailing the services offered by a coordinated platform of around 30 VCS organisations available via <a href="http://www.cypfconsortium.org.uk">www.cypfconsortium.org.uk</a></p>	Completed in 2021 (refreshed on an ongoing basis)	
<b>Domain</b>	<b>Proposed Actions</b>	<b>Lead</b>	<b>Timeframe</b>
2. Working together	<p>The Rotherham Health and Wellbeing Board is a multi-agency board of equal partners, who are working together to improve the health of local people. The role of the Health and Wellbeing Board is to support and encourage effective partnership working, share good practice, understand, and build on local assets, as well as taking action where needed to remove blockages, identify gaps and hold organisations to account for delivery. The Board has agreed a refreshed strategy in September 2022, covering four strategic aims.</p> <p>The four aims are:</p> <ol style="list-style-type: none"> <li>1. All children get the best start in life and go on to achieve their full potential</li> <li>2. All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life</li> <li>3. All Rotherham people live well for longer</li> <li>4. All Rotherham people live in healthy, safe and resilient communities</li> </ol> <p>An action plan is in place for each aim, and the board receive updates against the full action plan at each board meeting (<a href="#">7. Health and Wellbeing Strategy Action Plan updates March 2023.pdf</a>), with a detailed presentation on one aim coming to each meeting.</p> <p>While Aim 2 covers mental health, Aim 1 also includes a focus on children's mental health, which includes a variety of initiatives delivered with schools, health and voluntary sector. Aim 4 covers tackling loneliness.</p>	Leonie Wieser (Policy Officer, Assistant Chief Executive Directorate, RMBC)	Ongoing – Regular updates on each aim within the strategy



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	<p>The Health and Wellbeing Board feeds into the borough-wide Rotherham Together Partnership, which additionally to the health partners, police and voluntary sector representatives from our board, also includes the Chamber of Commerce. The partnership is committed to enable people to lead healthy lives, focusing on prevention, with 'Improving Mental Health' one of the key priorities (see <a href="#">Rotherham Plan</a>)</p> <ul style="list-style-type: none"> <li>▪ Structure and action plans/strategies</li> <li>▪ MH &amp; LDA Transformation group</li> <li>▪ Better MH for all group</li> <li>▪ Prevention and Health Inequalities Enabler Group</li> <li>▪ Humanitarian &amp; Community Group</li> <li>▪ Rotherham SEMH Strategy Group</li> <li>▪ Rotherham SEND employment forum – chaired by Jenny (partners to be determined) first meeting last week</li> <li>▪ Employment and skill board – RIDO (colleges, universities, MEERS)</li> <li>▪ Local Integration board – supports the <b>Working Win project</b> (not in work and looking for work or in work but need support to maintain – health issues)</li> </ul> <p><b>Better Mental Health for All Group</b> The Partnership Better Mental Health for All Group oversees early intervention and prevention work, including the implementation of the Rotherham Loneliness Action Plan Attendees represent Partner Organisations of the Health and Wellbeing Board: RMBC South Yorkshire NHS ICB Rotherham</p>	<p>Ruth Fletcher-Brown (Public Health Specialist, RMBC)</p>	<p>Meetings happen bi-monthly. Action plans to accompany this application will</p>
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	<p>The Rotherham Foundation Hospital Trust  Rotherham and Doncaster Foundation NHS Trust  South Yorkshire Police  Voluntary Action Rotherham  Age UK Rotherham  Children, Young People, and Families Consortium  Rotherham Federation  Department of Pensions and Skills</p> <p>This group will ensure implementation of the proposed actions within this application.</p> <p><b>VCS Mental Health Network</b>  The Mental Health Network is bringing together all groups in the Rotherham area that provide funded services that help people with low level Mental Health issues. These can be constituted groups, charities, CIC's etc. There is currently change ongoing with Community Mental Health Services and the group is a voice to identify any gaps in local areas as well as trying to ensure that the community can access groups relevant to them.</p> <p><b>Delivery of the Mental Health Pathway Review</b>  Place Partners are working together to collectively strengthen the Mental Health pathway, to improve the journey and outcomes for people with mental ill-health. This will be achieved by redesigning the pathway, in partnership, to embed principles and practices that prevent, reduce and delay people's need for care and support. This will include embedding a 24/7 'Making Safe' and reablement model, focussed on community-based recovery. The new model will be developed by December 2023 and implemented from April 2024.</p>		<p>be drafted in August 2023.</p> <p>Workshop for network members to be held summer 2023</p> <p>The new model will be developed by December 2023 and implemented from April 2024.</p>
		<p>Kathy Wilkinson (Mental Health Provider Network Manager, VAR)</p> <p>Claire Green, (Programme Manager RMBC) and Natalie Belt, (Head of Change and</p>	



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		Transformation RDaSH)	
<b>Domain</b>	<b>Proposed actions</b>	<b>Lead</b>	<b>Timeframe</b>
<p><b>3 (a). Taking action on prevention/promotion of mental health</b></p>	<p><b><u>Universal and Life Course Interventions</u></b></p> <p><b>RotherHive, Wellness, and Working Well</b> This website, commissioned by ICB Rotherham, provides a range of verified practical mental health and wellbeing information, support, and advice for adults in Rotherham and is a well-used resource by many professionals such as GPs: <a href="#">RotherHive – The wellbeing and mental health resource for Rotherham</a></p> <p>New sections to be added will include smoking, physical activity, and food. This will increase the awareness of the wider determinants of health and also the effect they can have on your mental health.</p> <p><b>Five Ways to Wellbeing</b> The Five Ways to Wellbeing are a set of evidence-based public mental health messages aimed at improving the mental health and wellbeing of the whole population. This is a Health and Wellbeing Board campaign: <a href="#">Five Ways to Wellbeing – Rotherham Metropolitan Borough Council</a>. This campaign is used throughout the year to highlight national awareness weeks (for example Mental Health Awareness Week in May and World Mental Health Day in October). This campaign aims to reduce the stigma attached to mental health and encourage self-help and early intervention for all.</p>	<p>Kate Tufnell (Head of Adult Mental Health Commissioning, ICB Rotherham and RMBC)</p> <p>Ruth Fletcher-Brown (Public Health Specialist, RMBC) with Comms Leads from RMBC and ICB Rotherham</p>	<p>Ongoing. New sections are set to go live June 2023</p> <p>Promotion of the campaign through Making Every Contact Count training &amp; comms campaign's throughout the year.</p>



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	<p><b>Be the One:</b> <a href="https://www.be-the-one.co.uk">Be the One – Preventing suicide in Rotherham – talk, listen, care (be-the-one.co.uk)</a></p> <p>Be the One campaign is the Health and Wellbeing Board's suicide prevention campaign and hopes to raise awareness of the importance of talking to others if they are thinking of taking their own life. The campaign was developed with the input from men's groups in Rotherham and launched September 2019. The campaign highlights signs to spot someone is at risk, guides people in how to have conversations and signposts people to local and national support. The latest film was commissioned by Rotherham Council and NHS South Yorkshire to raise awareness of suicide by using personal stories within the community. Zero suicide alliance training, enabling people to feel confident in talking openly about suicide, is promoted via this site. The training has been promoted through libraries across the borough to engage the public with the training. To date, there have been 382 visits to the Zero Suicide Alliance Training site since it was promoted from November 2022.</p> <p><b>Communication and Engagement</b></p> <ul style="list-style-type: none"> <li>• Be the One campaign- promotion throughout the year but a specific focus on World Suicide Prevention Day, 10th September 2023</li> <li>• Mental Health Awareness Week (13-20 May)- promoting partners activities to address anxiety, 2023.</li> <li>• World Mental Health Day (10th October), focus on reducing stigma and enabling people to talk about their mental health, seek help and find ways of looking after their own mental wellbeing.</li> <li>• Further targeted campaigns looking at specific at risk groups are planned for 2023/24</li> </ul>	<p>Ruth Fletcher-Brown (Public Health Specialist, RMBC) &amp; Aidan Melville (Communications and Marketing Manager, RMBC)</p> <p>Aidan Melville (Communications and Marketing Manager, RMBC)</p>	<p>Ongoing – Promotional events throughout the year</p> <p>Be the One Comms plan finalised in July 2023</p>
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	<p><b>The Great Big Rotherham to do List</b> This was produced following a social media callout to the public during 2020 to ask them what they did to keep happy and healthy during the pandemic. These ideas were then shared within a resource and build on the Five Ways to Wellbeing messages: <a href="#">The Great Big Rotherham To-Do List – Rotherham Metropolitan Borough Council</a></p> <p><b><u>Targeted and Wider Determinants</u></b></p> <p><b>Kooth</b> Kooth (<a href="http://www.kooth.com">www.kooth.com</a>) is a British Association for Counselling and Psychotherapy accredited service, providing a free, safe and non-judgemental place for young people to connect with others and know they are not alone. They have instant access to self-help materials, live moderated discussion forums and tools such as online journals and goal trackers. Young people can also contribute written pieces of work reflecting their own experiences, as well as accessing drop-in or booked sessions with professional counsellors from 12pm-10pm weekdays and 6pm-10pm at weekends. Kooth is available to young people in Rotherham, Barnsley and Doncaster across the ages of 11-25 years and young people across Sheffield aged 11-18.</p> <p><b>Qwell</b> Qwell (<a href="http://www.qwell.io">www.qwell.io</a>) is now available for anyone aged 18+ in Rotherham. The service runs alongside our well established children and young peoples service Kooth.com and similarly is a platform that can be accessed from any internet device 365 days, 24/7.</p>	<p>Communication s and Marketing Manager, RMBC / Ruth Fletcher-Brown (Public Health Specialist, RMBC)</p> <p>Laura Bestall (Commissioning Officer, RMBC)</p> <p>Kate Tufnell (Head of Adult Mental Health Commissioning, ICB)</p>	<p>Ongoing promotion of the Great Big Rotherham To Do List</p> <p>Ongoing promotion through training and to all Partner Organisations</p> <p>Launched in December 2022, promoted through training and regular</p>
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	<p>As a safe and anonymous mental health and wellbeing online service, users can access Qwell.io free with no waiting lists, no referrals and no thresholds. It is accredited by the British Association for Counselling and Psychotherapy (BACP) and delivered by Kooth Digital Health, the UK's largest digital mental health provider.</p> <p><b>Listening Ear</b> Building on the pilot during the pandemic this service provides bereaved people with listening and practical help following the death of a loved one. This service is jointly funded by ICB Rotherham and RMBC.</p> <p><b>Cost of Living Summit</b> RMBC's Public Health team facilitated the Council's first Cost-of-Living Emergency Summit with relevant local partners and stakeholders, including the Food Crisis Partnership to explore how more local help can be provided for those struggling with the cost of living, including extending the use of discretionary payments. The workshop session aimed to capture the thoughts of partners on three themes, the response so far, future needs and next steps to collectively identify what has worked well with the crisis response, challenges and gaps in the system that could be collaboratively filled over the coming months into next winter.</p> <p><b>Making Physical Activity Age-Friendly</b> Rotherham wants to make physical activity attractive and accessible to all ages, therefore activities have been made age-friendly for example adaptations to park runs.</p>	<p>Kate Tufnell (Head of Adult Mental Health Commissioning, ICB)</p> <p>Sally Jenks (Public Health Improvement Principal, RMBC)</p> <p>Chris Siddall (Head of Sport, Leisure, and Strategic</p>	<p>communication to Partner organisations.</p> <p>Promotion of the service is ongoing. Evaluation and future commissioning intentions- March 2024</p> <p>Report due June 2023</p> <p>Ongoing</p>
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	<p><b>Small grants</b> Voluntary Action Rotherham secured funding from NHS South Yorkshire ICB – Rotherham Place to run a small grants scheme. This was open to all community organisations who wanted to help support positive mental wellbeing. The activity had to target adults who are experiencing poor mental health and who live in Rotherham. There were small and medium MH grants. In the first round 16 groups were funded and in the 2nd 21 groups were funded. There was also funding for Mental Health activities lead by ethnic minority community groups.</p> <p><b>Settings</b></p> <p><b>Be Well @ Work</b> The bewell@work award scheme is aimed at all employers across Rotherham and also South Yorkshire to enable them to look after the wellbeing of their staff. There is an element within the scheme around mental health, and the majority of employers who have signed up to the scheme have this as a specific focus. Signposting to resources such as Rotherhive, 5 ways to wellbeing and Be the One are often given to employers.</p> <p><b>Staff wellbeing</b></p>	<p>Partnerships, RMBC)</p> <p>Kathy Wilkinson (Mental Health Provider Network Manager, VAR)</p> <p>Colin Ellis (Public Health Practitioner, RMBC)</p> <p>Jane Hart (Engagement</p>	<p>Interim Evaluation of small grants end of 2023</p> <p>Ongoing – Training is delivered to employers throughout the year on topics such as mental health awareness.</p> <p>Regular events held throughout</p>
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	<p>Partners work to promote their wellbeing of staff. Examples from Rotherham Foundation Trust include wellbeing hub for staff, self-care week, Time to Talk day, exercise classes, stress reduction and Wellbeing Champions.</p> <p><b>Make Every Contact Count (MECC) Training</b> Make every contact count (MECC) covers a range of topics from loneliness and social isolation to the cost of living crisis. It is training that helps to raise awareness, motivate &amp; signpost people to better health and well-being. From 01/04/2022 to 31/03/2023: 535 individuals attended MECC training, with the biggest attendance being for the cost of living sessions (436 in 2022/23 and 108 in 23/24)</p> <p><b><u>Partners examples</u></b></p> <p><b>Smiles for Miles</b> This two-year joint-consortia project is delivered by members of the Children, Young People and Families Consortium and is aimed at children and young people in Rotherham aged 9 to 19, or up to 25 for young people with special education needs or disabilities. 3 main bases (JADE Youth and Community, Rotherham United Community Sports Trust, and Clifton Learning Partnership) offer open-access youth provision and access to a trusted adult for 1-1 support and signposting to further support. A “basket of support and provision” is also offered by 8 VCS organisations covering a range of fun activities and support based on what children and young people say they “need” or “would like to have a go at”.</p>	<p>Officer, The Rotherham NHS Foundation Trust</p> <p>Phillip Spencer (Public Health Practitioner, RMBC)</p> <p>Ashley Leggott (Strategic Co-ordinator - Children, Young People and Families Consortium, VAR)</p> <p>Iain Cloke (Operations)</p>	<p>the year. Ongoing</p> <p>Ongoing with a continued push on mental health and loneliness throughout the year (2023/24)</p> <p>October 2021 – September 2023. Further work is subject to external funding</p> <p>Ongoing</p>
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# Public Health England

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	<p><b>Age UK Rotherham</b> ‘Ways to wellbeing in later life’, providing social opportunities, wellbeing taster sessions and opportunity to increase digital confidence. Also work collaboratively with organisations such as RMBC Public health team around the impacts of covid. This enables themes of concern to be identified and solutions to be create by partnership working.</p> <p><b>RotherFed</b> RotherFed have been part of the overall community support programme targeting those most in need in our communities, initially through the Rotherham Heroes campaign and Community Hub, but also through providing support to our network of TARA’s and community groups. These are some of the services they offer: Friendship calls, Energy Know How, and Making our money go further support. <a href="#">Good News Stories Archives - Rotherham Federation</a></p> <p><b>Alcohol Outreach Group</b> TRFT secured grant money to work with adults to progress back into society from treatment. They currently have 45 patients who have alcohol and mental health needs. They also have received money from the drug grant to have 2 specialist drug nurses joining the team to help with treatment naivety and have needs met – all without any stigma attached</p> <p><b>Social Prescribing and mental health</b></p>	<p>Manager – Partnerships &amp; Projects, Age UK Rotherham)</p> <p>Phil Hayes (CEO of Rotherham Federation)</p> <p>Amanda Marklew (Lead Alcohol Transformation Nurse, The Rotherham Foundation Trust)</p> <p>Hannah Thornton</p>	<p>Ongoing</p> <p>Ongoing since July 2022</p> <p>Ongoing</p>
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# Public Health England

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	<p>Rotherham has an award winning Social Prescribing programme which includes two schemes providing commissioned services for patients funded through the Integrated Better Care Fund. One service is for people with long term conditions who are referred through their GP and one to help patients under the care of RDaSH with a mental health diagnosis to be supported out of long term statutory mental health services. The mental health scheme receives referrals of around 240 patients per year and refers patients to VCS-funded services, other VCS services, as well as wider local services. Patient wellbeing outcomes are measured using a wellbeing scale recording self-reported changes to indicators, such as feeling positive, managing symptoms, lifestyle, friends and family and work, volunteering, and activities.</p> <p>In addition, Rotherham's network of Social Prescribing Link Workers are hosted in PCNs, throughout the Borough, supporting patients who are ineligible for long-term condition or RDaSH mental health schemes, but would still benefit from non-clinical interventions and wider community-based activity. The link workers receive 1500+ referrals each year, helping patients with a wide range of issues including loneliness and social isolation, benefits &amp; finance, employment, housing and mental wellbeing. The support aims to promote independence and self-confidence, using ONS4 outcome measures to record patient's feelings on life satisfaction, feeling life is worthwhile, happiness and anxiety.</p> <p><b><u>SY ICB</u></b></p> <p><b>Walk With Us</b> A Toolkit for Supporting Children, Young People and Families Affected or Bereaved by Suicide, all 4 Local Authorities and SY NHS ICB commissioned Chiypep a youth empowerment project, coproduced this with children and young people who have been bereaved by suicide. It was supported by Survivors of Bereavement by Suicide (SOBS),</p>	<p>(Director of services at VAR)</p> <p>Ruth Fletcher-Brown (Public Health Specialist, RMBC)</p>	<p>Distribution of toolkit to families ongoing. Exploration of peer support service</p>
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# Public Health England

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	<p>Amparo and SY Yorkshire Police. <a href="https://chilypep.org.uk/library-resources/support-for-those-affected-and-bereaved-by-suicide/">https://chilypep.org.uk/library-resources/support-for-those-affected-and-bereaved-by-suicide/</a></p> <p><b>Amparo</b> Amparo is a suicide liaison service commissioned by all 4 SY Local Authorities. It provides emotional and practical support for all those bereaved and affected by suicide living and working in SY: South Yorkshire <a href="#">South Yorkshire - Amparo</a></p>	<p>Ruth Fletcher-Brown (Public Health Specialist, RMBC) &amp; Anne Hazlehurst (Senior Contract and Service Improvement Officer, ICB Rotherham)</p>	<p>September 2023.</p> <p>Funded until 2024. Regular Zoom training sessions for practitioners.</p>
	<p><b>Completed actions</b> <b>Making Every Contact Count – Cost of Living</b> The Cost of Living (COL) crisis created the need to ensure frontline staff and volunteers knew where to go for and an overview of what was available to support our residents. The Council's Money Matters webpages were the central repository for the local offers and support available, MECC training provided an effective way to engage all staff and volunteers on the headlines about support available and putting the MECC principles into practice.</p>	<p>From January to March 2023</p>	
<p><b>Domain</b></p>	<p><b>Proposed actions</b></p>	<p><b>Lead</b></p>	<p><b>Timeframe</b></p>
<p><b>3 (b). Taking action to reduce mental health inequalities</b></p>	<p><b>Prevention and Health Inequalities Group</b> In April 2022, Rotherham adopted our local Prevention and Health Inequalities Strategy which is overseen by a partnership group. This outlines our approach to addressing the Core20Plus5,</p>	<p>Rebecca Woolley (Public Health)</p>	<p>Refresh of action plan is</p>

For further information please contact [publicmentalhealth@phe.gov.uk](mailto:publicmentalhealth@phe.gov.uk)



# Public Health England

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<p><b>Prompts</b></p> <ul style="list-style-type: none"> <li>▪ <i>What steps are you taking to address the social and economic disadvantages that underlie mental health inequalities?</i></li> <li>▪ <i>What steps are you taking to address discrimination, racism and exclusion faced by particular local communities?</i></li> <li>▪ <i>How are you addressing mental health stigma?</i></li> </ul>	<p>which includes delivery of mental health priorities such as the health checks for people with SMIs, the Better Mental Health projects and the community mental health transformation programme. The action plan is currently being refreshed and partners have discussed opportunities to strengthen the position of mental health within the delivery of this strategy.</p> <p><b>MH Community Transformation</b> Partners working in collaboration to ensure that early intervention and prevention is a golden thread throughout this work. (RMBC, Rotherham ICB, VCS and RDASH).</p> <p><b>Employment is for everyone</b> This is a social movement looking to encourage the employment opportunities in South Yorkshire for people with learning disabilities and autistic people. There has been a massive amount of work been done already and a number of employers are engaged with the movement. You will see on the website that supports organisations, employers, and people looking for work are encouraged to use this as a one-stop shop. The website is going to be revamped and updated in the coming weeks so will be more friendly to use and contain more info.</p>	<p>Specialist, RMBC)</p> <p>Ruth Fletcher-Brown (Public Health Specialist, RMBC) and Kate Tufnell (Head of Adult Mental Health Commissioning, ICB)</p> <p>Colin Ellis (Public Health Practitioner, RMBC)</p>	<p>due quarter 2 (Summer 2023)</p> <p>March 2024</p> <p>Ongoing - July 2023 event to invite unemployed members of the public to engage with organisations/in</p>
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	<p><b>Suicide Prevention action plan</b> The actions within the Rotherham Suicide prevention and Self Harm Action plan are informed by national data from the Office of National Statistics and local intelligence from the real time suicide surveillance system. Actions include raising awareness of suicide and creating environments which are suicide aware. The work of the Suicide Prevention Operational Group is to work with others to act on the wider determinants which impact on mental health, promoting protective factors and reducing risk factors.</p> <p><b>Loneliness action plan</b> The Rotherham Loneliness action plan (2023-25) has recently been refreshed and reflects actions to increase connectivity within communities, promoting local assets. Included are actions to address issues like discrimination and hate crime. Making Every Contact Count training (MECC) is used to increase awareness of the impact of loneliness and help practitioners to spot the signs and guide that person towards appropriate support. Campaigns</p>	<p>Ruth Fletcher-Brown (Public Health Specialist, RMBC)</p> <p>Ruth Fletcher-Brown (Public Health Specialist, RMBC)</p>	<p>ternships/education/training providers</p> <p>September 2023 training session for employers to be disability confident</p> <p>Plan runs until end of 2023 and will be refreshed in line with the national strategy and real time data December 2023</p> <p>Annual progress reports to the HWB, next update</p>
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# Public Health England

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	<p>like Five Ways to Wellbeing are used to help destigmatise loneliness and enable the wider communities to understand their role in supporting people.</p> <p><b>Open Arms (Financial Inclusion Project)</b> The Open Arms Project aims to:</p> <ul style="list-style-type: none"> <li>▪ To meet the increased and immediate needs of people entering crisis</li> <li>▪ To deliver holistic support to individuals that will help prevent people returning to crisis</li> <li>▪ To develop community infrastructure, frontline services, and emergency food provision in the identified geographical areas.</li> </ul> <p>Open Arms aims to do this via a small grants scheme, enabling smaller VCS organisations to deliver positive activities. The positive activities are to serve as engagement activity, with progression into financial inclusion built in. These are a short-term solution to support people through the immediate needs of the Cost-of-Living crisis. The activity will engage those who need it in the short-term but open up further avenues of support to address their needs, generating incremental long-term benefits. There is also a community development arm which is a longer-term approach to help prevent people from returning to crisis. This will be a partnership approach involving key VCS organisations such as VAR, RotherFed, Citizens Advice, LASER credit union, and RMBC's financial inclusion and employment support teams. As part of the proposal, 20 local volunteers will receive community leadership training, equipping them to act as a bridge between communities and organisations, ensuring continuity of provision and helping to build resilience and self-reliance.</p> <p><a href="#">Open Arms - Community Support Hubs - Rotherham Federation</a></p> <p><b>Compassionate approach</b> Rotherham's Health and Wellbeing Board endorsed a new 'compassionate approach to weight' in January 2023. This approach means being more holistic and person-centred when delivering interventions relating to weight, food and physical activity. This means that mental</p>	<p>David Plumtree (Director of Services Infrastructure) VAR)</p> <p>Sue Turner (Public Health Specialist, RMBC) /</p>	<p>September 2023</p> <p>Launched March 2023. The engagement warm welcomes end June 2023 and Community Development Strand ends in January 2024. Internal evaluation to be completed at the end of the funding.</p>
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# Public Health England

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	<p>health and wellbeing is now a golden thread in the work we're doing around weight and we are also exploring opportunities to tackle weight stigma, which has a detrimental impact on body image and mental health.</p>	<p>Rebecca Woolley (Public Health Specialist, RMBC)</p>	<p>Ongoing – Signed off in January 2023</p>
	<p><b>Completed</b></p> <p><b>Better Mental Health Projects</b>          This was funded through the Department of Health and Social Care (DHSC) Mental Health Fund in response to the impact of the COVID 19 pandemic on mental health. The three projects were Team around the School, Workplace Mental Health, and the Befriending Project. All three projects delivered activity from September 2021 to May 2022. There were challenges delivering all three projects during the different stages of the pandemic. However, all three projects have reached some of the most vulnerable and at-risk groups within the borough and the case studies provided by the Befriending and Team around the School project evidence the impact which has been made on individual lives. In addition, new partnerships have been created and lessons learnt for future developments.</p> <p><b>BAME HEP (Health Equalities Partnership)</b>          A small amount of funding was made available to link Health inequalities in the BAME community with a view to increasing social prescribing provision. 6 BAME groups received this funding, providing services that the Link Workers can refer into. Voluntary Action Rotherham are continuing to work with BAME groups to further build capacity in the community and to identify groups who can develop and offer their services which can be referred into. This will</p>	<p>July 2021 – May 2022</p> <p>Completed December 2022</p>	







	<p>clear direction of future planning. This work will also support the assessing and identifying of individual organisational needs within the Smiles for Miles partnership, support the ongoing development of joint consortia approaches and provide rich learning to both the partnership and the National Lottery.</p> <p><b>Family Hub work</b> One of the Family Hubs areas of focus is mental health. This will include improving the identification of parents of children aged 0-2, who might need support at an earlier stage, by working across the system in a joined-up way. Perinatal mental health is one of the funded workstreams and priorities are evolving by a multi-agency group, using a gap analysis/mapping process of current provision. A training offer is already in place, and we are looking at how best to expand the offer, ensuring improving voluntary sector engagement. Maternal mental health is being considered, and how the reach can be widening for partners. Already the 'dad pad' has been purchased and will be available for the next three years. Mental health will be a strong feature of the digital offer for family hubs, with the initial focus being a published 'Start for life offer', for preconception and parents under 2. The performance management of family hubs is reported on a quarterly basis, with the need to outline progress, and next steps. The funding is until March 2025.</p>	<p>Consortium, (VAR)</p> <p>Lorna Quinn (Public Health Intelligence Manager, RMBC) / Sue Turner (Public Health Specialist, RMBC) / Susan Claydon (Head of Service Early Help, RMBC)</p>	<p>Sue Turner and Susan Claydon. Performance reported quarterly</p>
<p><b>Domain</b></p>	<p><b>Proposed actions</b></p>	<p><b>Lead</b></p>	<p><b>Timeframe</b></p>
<p><b>5. Leadership and Direction Prompts</b></p>	<p>Mental health is one of the four aims of the board's Health and Wellbeing Strategy, Aim 2: <i>All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life.</i></p> <p>The board receives updates regarding key strategic projects that support this aim at each board meeting. The board's agreed priorities for mental health include:</p>	<p>Health and Wellbeing Executive Group / Lead Officer - Leonie Wieser (Policy</p>	<p>Ongoing</p>



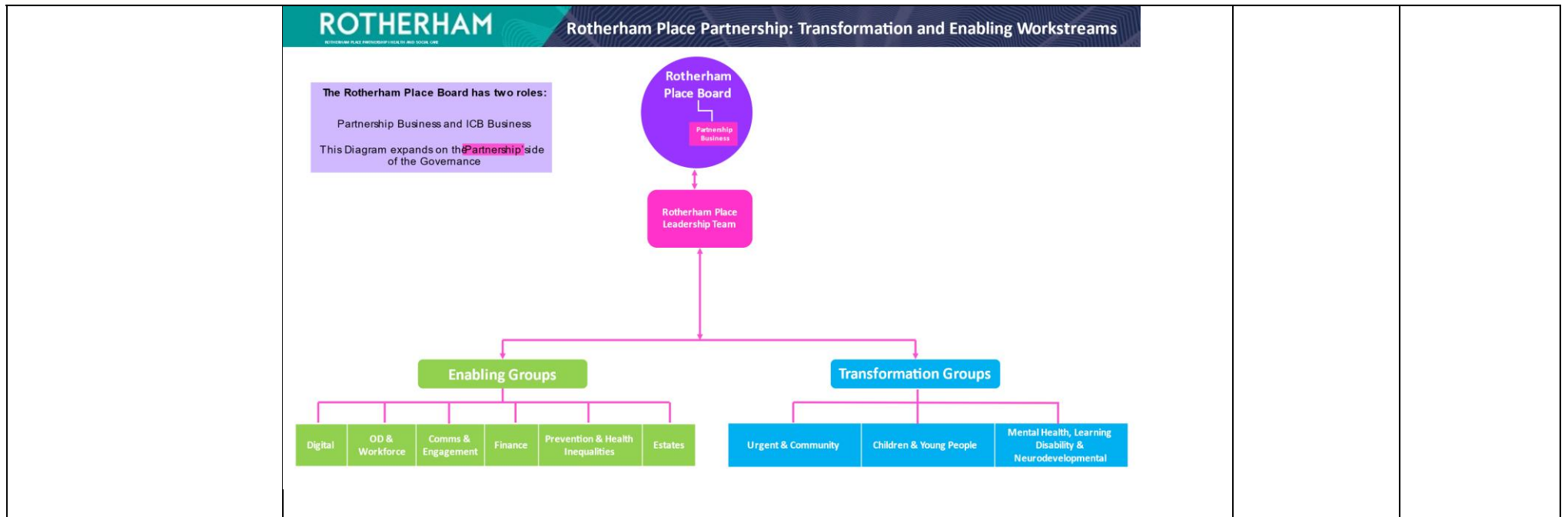
# Public Health England

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<ul style="list-style-type: none"><li>▪ <i>Do you have a Mental Health Champion?</i></li><li>▪ <i>Is there a stated commitment and support from 'the top level' of the organisation?</i></li><li>▪ <i>How will you ensure clear leadership and vision for prevention and promotion of better mental health across the organisation or partnership?</i></li></ul>	<ul style="list-style-type: none"><li>• Promote better mental health and wellbeing for all Rotherham people.</li><li>• Take action to prevent suicide and self-harm.</li><li>• Promote positive workplace wellbeing for staff across the partnership.</li><li>• Enhance access to mental health services.</li></ul> <p>This ensures all board members have oversight of key developments.</p> <p>The board also has 1-2 members with a specific sponsorship role for this aim.</p> <p>Their role is:</p> <ul style="list-style-type: none"><li>• To have strategic oversight and ownership of their respective aim, this includes:<ul style="list-style-type: none"><li>○ Monitoring progress against aims and removing blockages</li><li>○ Providing strategic steer and identifying opportunities to develop their aim, including action to reduce health inequalities and actions that support integration of delivery</li></ul></li><li>• To be champions for their aim within the board and board activities</li><li>• To be champions for health and wellbeing priorities in their organisations</li></ul> <p>The sponsor role is currently filled by the Executive Place Director for Rotherham Place, NHS South Yorkshire, who is usually joined by the Chief Executive of Rotherham Doncaster and South Humber NHS Foundation Trust (RDaSH)</p> <p><b>Structure diagrams:</b></p>	Officer, Assistant Chief Executive Directorate, RMBC)	
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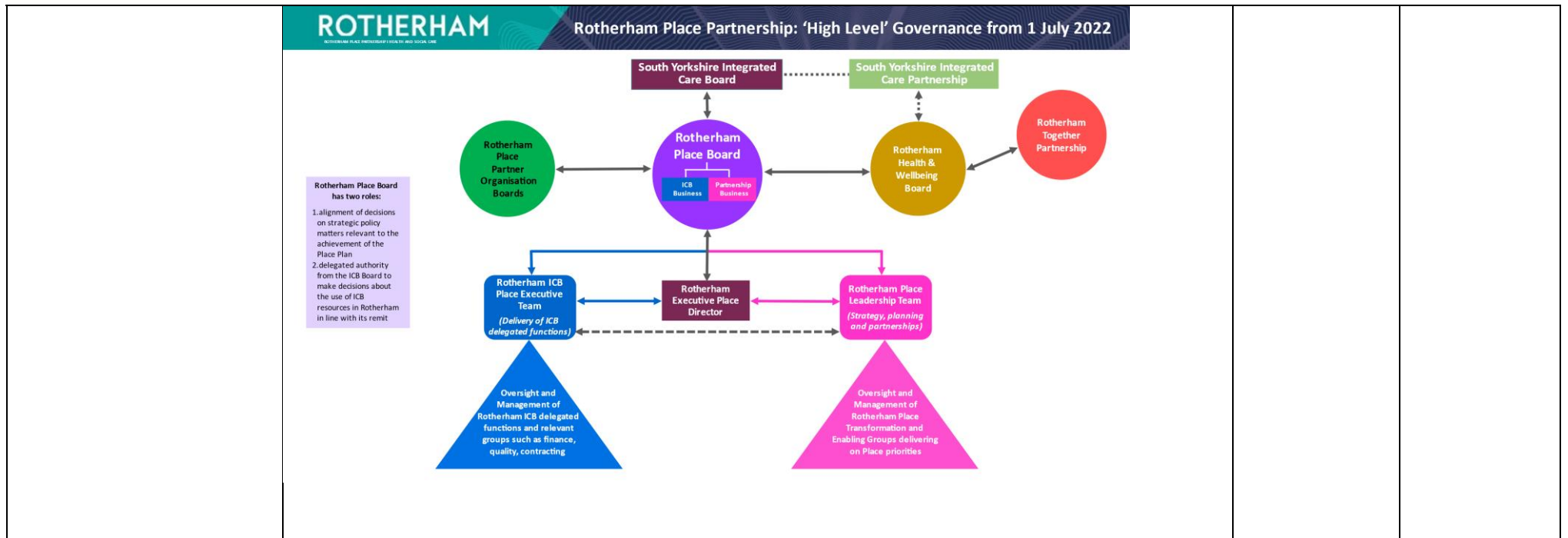
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## Section 3 - Senior leadership/CEO sign off

Please let us know if you would like to be contacted to provide short statements on your progress to use in communication pieces, such as bulletins, social media, etc.

<p><b>Is your organisation/ partnership happy to provide key impact headlines or quotes when contacted related to your Prevention Concordat Commitment?</b></p> <p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p><i>The purpose of this information is from promotion purposes, to support us to inspire others and share good practice.</i></p>	
<p><b>Upload Senior leader/CEO signature and organisation logo.</b></p> <p><i>If you are signing up on behalf of a partnership, please include signatures and logos from all the organisations</i></p>	

Please attach any additional documents that you may want to share to support your commitments, e.g. strategies, plans project outlines. For example, your health and wellbeing strategy.

### Supporting Documents

- [Health and Wellbeing Strategy](#)
- [Public Health Director Annual Report](#)
- [Rotherham Suicide Prevention and Self Harm Action Plan](#)
- **Loneliness action plan**