

HEALTH AND WELLBEING BOARD

ANNUAL REPORT 2022/23

A HEALTHIER ROTHERHAM BY 2025



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FOREWORD

I am delighted as Chair of the Health and Wellbeing Board to present our fifth annual report. Our Health and Wellbeing Board is built on strong partnership working across key organisations in the borough. I would like to thank all the partners for their commitment to delivering Rotherham's Health and Wellbeing Strategy and working together to improve outcomes for local people.

While the pressures of Covid-19 have eased over the last year we are still facing considerable health challenges locally, as well as understanding the long-lasting impacts of the pandemic. Life expectancy for both men and women in Rotherham continues to be significantly lower than the England average. Rotherham rates for a range of issues are worse than the national average: child obesity rates, smoking prevalence in adults, residents with a long-term mental health problem. At the same time, a lower number of Rotherham residents indicated they used the natural environment for health and exercise purposes compared to national figures. As a board, supporting our children to develop and flourish, our residents to lead healthy lives, creating a borough that supports good health and promoting better mental health and wellbeing for all Rotherham people are key priorities.

Over the last year, we undertook a review of the impact of Covid-19 on council services and key public health areas. Lessons learnt from the pandemic will now be discussed by the board. We have updated our Health and Wellbeing Strategy as well as the accompanying action plan to ensure alignment with our reviewed priorities and we have strengthened the role of our board sponsors in overseeing delivery of our aims. We also hosted an event on South Yorkshire health inequalities, which was well-attended by our colleagues from across the four local authorities.

Further, the board has overseen delivery of a number of key pieces of work over the past year, such as development of a framework to give every child the best start in life, a toolkit to support children, young people and families affected or bereaved by suicide, establishment of a tobacco control steering group and refresh of the loneliness action plan, including promoting volunteering. Tackling health inequalities has been core to our focus over the last year and the place-level prevention and health inequalities sub-group continues to report regularly to the board.

In the last year, our regional integrated care system has been reshaped as the South Yorkshire Integrated Care System. The Health and Wellbeing Board has nominated a number of representatives to the Integrated Care Partnership, which has overseen development of the South Yorkshire Integrated Care Strategy.

We will continue to work together with partners across Rotherham as well as our South Yorkshire colleagues to improve the health of our local populations, with a focus on health inequalities and strengthening prevention.

Councillor David Roche

Cabinet Member for Adult Social Care and Health
Chair of the Health and Wellbeing Board



THE HEALTH AND WELLBEING BOARD

Rotherham's Health and Wellbeing Board brings together local leaders and decision-makers to improve the health and wellbeing of Rotherham people, reduce health inequalities and promote the integration of services. The Board supports and encourages effective partnership working, shares good practice, as well as taking action where needed to remove blockages, identify gaps and hold organisations to account for delivery.

Organisations represented on the board include:

- Rotherham Metropolitan Borough Council
- NHS South Yorkshire Integrated Care Board (Rotherham Place)
- The Rotherham NHS Foundation Trust
- Rotherham, Doncaster and South Humber NHS Foundation Trust
- Voluntary Action Rotherham
- Healthwatch Rotherham
- South Yorkshire Police

The board has a number of specific responsibilities, including producing a local joint strategic needs assessment, overseeing the delivery of the joint health and wellbeing strategy, and producing an assessment of the need for pharmaceutical services. Further detail around the role of the board, including how the board has met the statutory duties over 2022/23 is outlined below.

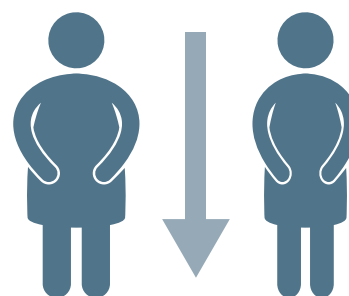
Joint Strategic Needs Assessment (JSNA)

The JSNA is an assessment of the current and future health and social care needs of the local population. It brings together information from different sources and partners to create a shared evidence base, which supports service planning, decision-making, and delivery.

The JSNA is refreshed annually and last year's update was presented to the board in June 2022. This refresh included for the first time a section on small geographies, where relevant information can be accessed at ward level, or even more local level (MSOA or LSOA).

Key findings showed:

Life expectancy at birth for both men and women in Rotherham continues to be significantly lower than the England average.



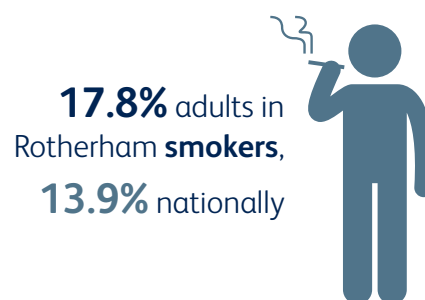
56.5% women in Rotherham
healthy life expectancy
63.9% nationally

On the Index of Multiple Deprivation 2019 (IMD 2019) Rotherham ranks as the 35th most deprived upper tier local authority in England out of a total of 151 authorities.

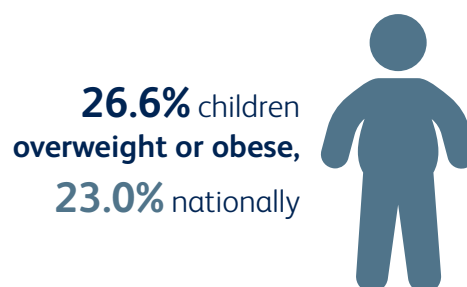
The key drivers of deprivation in Rotherham remain Health and Disability, Education and Skills and Employment (as were in 2015). Of 40,900 residents (aged 16-64) who were economically inactive, 32.5 % were long-term sick, compared to 25.2 % nationally.

Achieving the conditions for a healthy life continue to be a concern. The estimated number of alcohol dependent adults in Rotherham is higher than the national average (1.75 per 100 compared to 1.37 nationally). In 2020/21, there were 1,922 per 100,000 admission episodes for alcohol-related conditions, significantly worse than the national average, a rate of 1,500 per 100,000.

Approximately 17.8 % of Rotherham adults (around 37,100 people) were smokers in 2019 compared to 13.9 % nationally. In 2020, this figure was estimated to be 12.5 % in Rotherham, and 12.1 % nationally. However, 2020 estimates should be treated with caution because data collection was affected by Covid-19 and is not comparable with previous estimates.



In 2020/21, 68.3 % of adults in Rotherham were classified overweight or obese, compared to 66.5 % regionally and 63.5 % nationally. Child obesity rates are also higher than national average – 26.6 % of reception age children were overweight or obese in 2019/20, compared to 23.0 % nationally.



Mental health and wellbeing are also a concern:

In primary care in Rotherham 2020/21, the recorded prevalence of depression (aged 18+) was 15.9%, a total of 33,251 persons, this is higher than the England value of 12.3% and has been increasing in Rotherham since 2013/14.

Data from 2018/19, show 12% of Rotherham residents reported a long-term mental health problem, which is significantly higher than the England value of 9.9%



12% Rotherham
mental health problems
9.9% nationally

Environmental factors for health include:

The percentage of mortality attributable to particulate pollution for Rotherham was 5% (2020).

69% of residents in Rotherham indicated they used the natural environment for health and exercise purposes compared to 82% for England (2017).



69% Rotherham residents
use **outdoors for exercise**
82% nationally

Health and Wellbeing Strategy

The Health and Wellbeing Strategy provides a high-level framework which directs the Health and Wellbeing Board's activity until 2025; it supports the Board's role to provide leadership for health and wellbeing by making the most of collective resources within Rotherham. The strategy is developed based on the needs identified in the Joint Strategic Needs Assessment.

The four aims of the Health and Wellbeing Strategy are:

- All children get the best start in life and go on to achieve their potential
- All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life
- All Rotherham people live well for longer
- All Rotherham people live in healthy, safe and resilient communities

While these aims have remained the same since inception of the strategy in 2018, the strategic priorities underpinning each aim were refreshed in summer 2021. The strategy was updated to reflect these priorities in 2022 and the Health and Wellbeing Board agreed the revised strategy in September 2022.

For each of the four aims, two board members provide strategic oversight in a sponsorship role. Over the past year, we have developed the role of board sponsors to ensure that there is clarity, and in March 2023 the Board agreed a Memorandum of Understanding with Board sponsors. This formalises the roles they fulfil and sets out the processes and activities in place to support them. The core role of the Board Sponsors is:

- To have strategic oversight and ownership of their respective aim, this includes:
 - Monitoring progress against aims and removing blockages
 - Providing strategic steer and identifying opportunities to develop their aim, including action to reduce health inequalities and actions that support integration of delivery
- To be champions for their aim within the Board and Board activities
- To be champions for health and wellbeing priorities in their organisations

GOVERNANCE

The Health and Wellbeing Board is a statutory sub-committee of the Council and is an integral part of Rotherham's wider strategic partnership structures that sit under the Rotherham Together Partnership. Following the changes to Integrated Care Systems in July 2022, Rotherham became one of the four constitutive Places in the South Yorkshire Integrated Care System, with some Health and Wellbeing Board members providing representation at the South Yorkshire Integrated Care Partnership. The Rotherham Place Board continues to report into the Health and Wellbeing Board and takes strategic direction from the Health and Wellbeing Strategy.

South Yorkshire Integrated Care Board (NHS South Yorkshire)

Rotherham is one of the four Places constituting the South Yorkshire Integrated Care Board (ICB). The ICB is directly accountable for NHS spend, delivery and outcomes within the ICB area. It is responsible for the commissioning of healthcare services for the population of South Yorkshire and ensuring the quality and performance of those services within the ICB area.

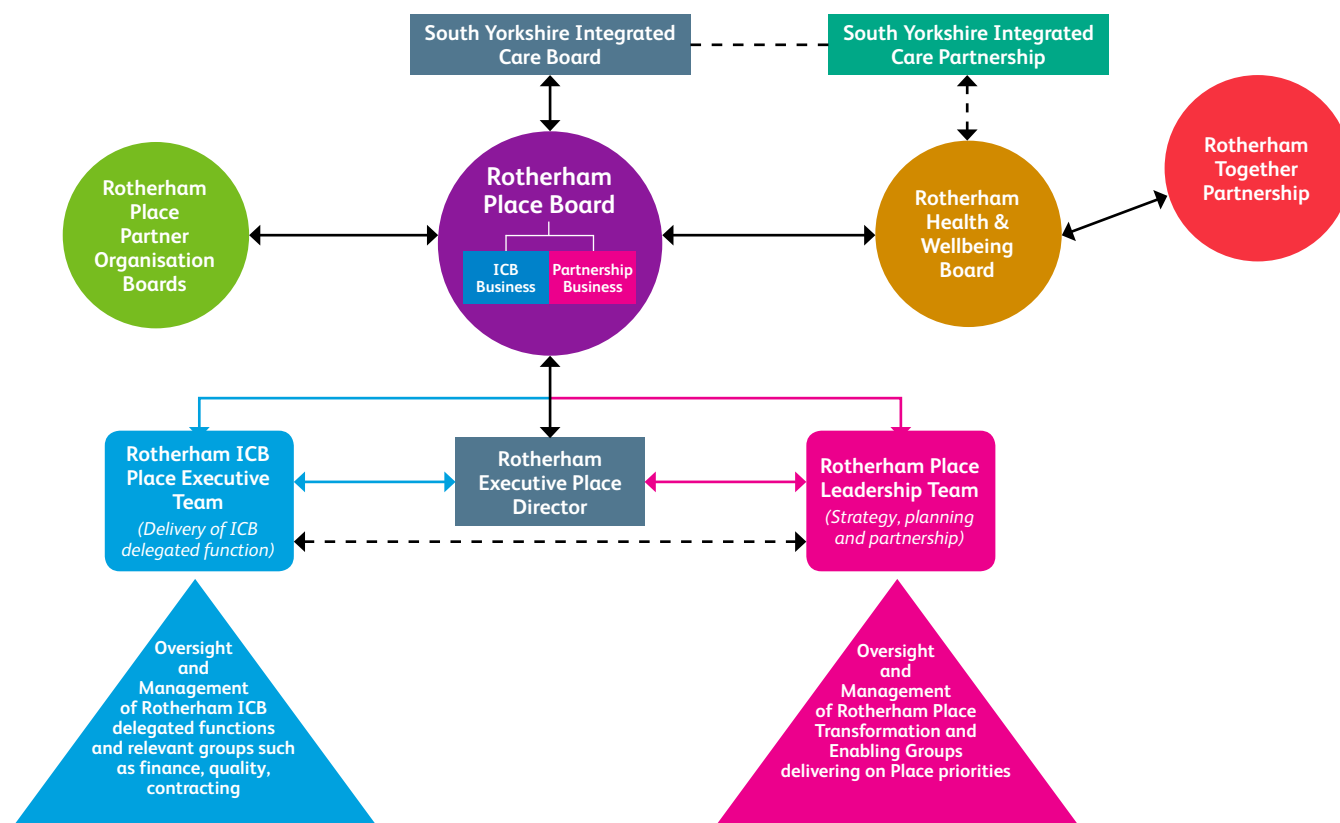
South Yorkshire Integrated Care Partnership (ICP)

The South Yorkshire Integrated Care Partnership is a joint committee of the four local councils, Rotherham, Doncaster, Barnsley and Sheffield, and the ICB. The ICP facilitates joint action to improve health and care outcomes and experiences across its population, and influence the wider determinants of health, including creating healthier environments and inclusive and sustainable economies. Between Autumn 2022 and March 2023, the Partnership oversaw development of the South Yorkshire Integrated Care Strategy, which will direct sub-regional work and will be complemented by the four local Health and Wellbeing Strategies.

Rotherham Place Board

The Place Board is responsible for partnership business, providing the strategic and collective leadership to deliver the ambitions of the Place Partnership and the Rotherham Place Plan.

The Place Board is the forum where all partners across health and care in Rotherham come together to formulate and agree strategies for implementing the Rotherham Place Plan. The Place Partnership is committed to achieving the best outcomes for people in Rotherham, ensuring alignment of relevant health and social care budgets so health, care, and support services can be bought once for a place in a joined-up way.



Safeguarding

Safeguarding is a priority area of collaboration for local partners, and the Health and Wellbeing Board is a signatory to the partnership safeguarding protocol.

The protocol describes the roles, functions and interrelationship between partnership boards in relation to safeguarding and promoting the welfare of children, young people, adults and their families. It aims to ensure that the complementary roles of the various boards are understood so that identified needs and issues translate to effective planning and action.

Delivering on the protocol includes each board delivering and receiving updates from one another, to ensure connectivity and appropriate oversight of issues relating to safeguarding. In 2022/23, the safeguarding chairs group – bringing together the chairs of the four boards with safeguarding responsibilities – was re-established to share and discuss joint and cross-cutting issues. Ensuring we are taking an integrated and coordinated approach to addressing issues relating to safeguarding will continue to be a focus for 2023/24.

Rotherham Together Partnership

The Rotherham Together Partnership brings together statutory boards such as the Safer Rotherham Partnership and the Health and Wellbeing Board, with other key strategic partnerships, such as the Business Growth Board, to deliver the priorities of the Rotherham Plan 2025. Rotherham Plan was refreshed over 2022 and launched in January 2023. Health and Wellbeing continues to be one of the key themes in the plan.

The Health and Wellbeing Board contributes to achieving the vision of the Rotherham Plan, particularly in relation to improving health and wellbeing outcomes for local people.

KEY DATES – APRIL 2022 – MARCH 2023



South Yorkshire Health Inequalities Event

In the summer of 2022, ideas emerged for a session for our board focused on health inequalities. This session, supported by the Local Government Association, developed into a South Yorkshire wide event to explore opportunities for collaboration across Rotherham, Sheffield, Doncaster and Barnsley through the newly established South Yorkshire Integrated Care Board.

Rotherham Council hosted the event at Rotherham United's New York Stadium in February 2023 and brought together partners from across South Yorkshire to discuss inequalities across a range of health outcomes. Members of the Health and Wellbeing Boards across South Yorkshire, the Integrated Care Partnership (ICP), the South Yorkshire Mayoral Combined Authority and Integrated Care Board (ICB), as well as a number of key partners, were brought together to:

- Explore how we can work together at place level to deliver on tackling health inequalities
- Identify opportunities to work on a South Yorkshire footprint around this agenda
- Hear examples of current work happening across the patch and feed into ICP and ICB strategy on health inequalities

Keynote speakers included Prof Chris Witty, Chief Medical Officer for England and Prof Chris Bentley, Former Director of Public Health in South Yorkshire and Former Head of the Health Inequalities National Support Team who joined the session remotely, and Oliver Coppard, Mayor of the South Yorkshire Mayoral Combined Authority and Chair of the SY Integrated Care Partnership,



and , Prof Peter Kelly, Regional Director for the North East and Yorkshire at the Office for Health Improvement and Disparities (OHID) . Following their key note presentations the event also heard from a range of South Yorkshire colleagues who shared local best practice.

The afternoon was used to discuss and plan actions to be delivered at Place and System level and identify opportunities for joint working through the delivery of the Integrated Care Strategy priorities.

Local learning from the event is taken forward through Rotherham's Prevention and Health Inequalities Group and key issues identified were:

- Need to focus on workforce development and staff understanding the context and challenge around health inequalities
- Usefulness of the 'intervention decay model', covered in Prof Chris Bentley's presentation
- Work in the 'seams' – particularly between community-based interventions and service-based interventions
- The importance of community engagement and targeting the communities of public health interest

AIM I:

ALL CHILDREN GET THE BEST START IN LIFE AND GO ON TO ACHIEVE THEIR POTENTIAL

This aim is focused on two priorities:

- Develop our approach to give every child the best start in life.
- Support children and young people to develop well.

This section sets out key achievements including a case study on the work delivered under this aim.

Key achievements in 2022/2023 include:

- **Rotherham's leaders pledge to work towards becoming a Breastfeeding Friendly borough.** Local health partners and the Council's Children and Young People's Services will work together to ensure parents make informed and supported choices when it comes to caring for their children. The commitment to become a Breastfeeding Friendly borough includes supporting local businesses and public transport partners to provide environments where parents feel encouraged to breastfeed if they want to. Furthermore, partners will also work with leisure centres, restaurants and shopping centres to welcome breastfeeding parents, as well as encouraging the general public to be supportive in any of these environments.
- **Rotherham's multi agency transformational work to deliver the Family Hubs & Start for Life Programme has been coproduced alongside a wide range of partners.** With funding from the Department for Education (DfE) and the Department for Health and Social Care (DHSC) the programme seeks to make access to support easier for children and families. The programme will establish co-location across a wider range of partners to enable better connectivity, information sharing and support across the whole family. A Family Hubs Digital Offer is in development that 'makes sense' of the numerous digital platforms available to families so that there is a single point of access for digital advice, guidance and support. This work is adding value to work across the partnership in the provision of high quality, joined up, whole family support with an approach that improves access and connections between families, professionals, services, and providers, and puts relationships at the heart of our shared approach. Delivery is now underway across the key thematic elements which include: transformation, parent support, parent/carer panel, perinatal mental health, infant feeding, the Start for Life Offer, the home learning environment, workforce and the digital/ self-serve offer.
- **'Places to Go and Things to Do' – the universal youth offer for young people in Rotherham** so that all children and young people have fun things to do and safe places to go across Rotherham. As part of this inclusive universal offer, the Council has commissioned youth work provision across the borough, working in partnership with the voluntary sector and launched the new universal youth offer website 'Places to Go and Things to Do' in November 2022. Activities on offer include biking, football, and cooking, with provision taking place across all areas of the borough. In 22/23 in excess of 1000 universal youth work sessions were delivered across Rotherham, providing a safe space for young people to enjoy and achieve in the communities in which they live.

- **Kooth, the online mental health and wellbeing service, has been available to all children and young people aged 11-25 in Rotherham since November 2021**, as part of a range of work to support children and young people's mental health and wellbeing. Usage is being monitored to ensure wide reach. The response to the service has been positive: 97 % of young people said they would recommend Kooth to a friend. Overall, 9 % of service users identified as Black, Asian and Minority Ethnic (BAME).



BEST START AND BEYOND FRAMEWORK

A 'Best Start and Beyond' framework has been developed in order to derive optimum value from work that is already ongoing within the system and to provide a focused way of working for the interoperation of the 0-19s service and the wider system, including other key health resources. It will incorporate a broader system of influences around a child/young person's health from pre-conception through to transition to adulthood, focusing on key stages in a child's life, with a continued acknowledgement of the primacy of the first 1001 days within this life course approach. This is aligned with the Family Hubs and Start for Life work in Rotherham and is informing the Start for Life Offer as well as featuring in the system wide Early Help Strategy.

The framework also aligns closely with the Prevention and Health Inequalities Strategy, through the inclusion of a shared set of principles, which include the primacy of prevention, acting at the earliest possible stage to reduce the burden of ill-health, reducing inequality, adopting proportionate universalism, addressing wider determinants of health, working with people in respect of decisions about their health.

A small set of priority themes are included to guide the steering group for applying this framework. These reflect priority needs and stakeholder views, including the views gathered through a co-production consultation exercise carried out by Rotherham Parent Carers' Forum. These are intentionally broad-brush themes, which are likely to have different applications within the different life stages. They are: addressing family poverty; maternal health and health behaviours; transitions between key life stages (and services); mental health; and a compassionate approach to health and wellbeing.

A first version of an action plan has now been compiled, based on actions already present in other plans and forums. Inevitably, this will mean actions will be owned and led across a range of services and agencies, elsewhere and are likely to have different lines of governance and reporting. The advantage of bringing them together under this framework is to create some system oversight for the steering group, and the ability to map the actions against the framework, with the prospect of identifying important gaps and opportunities for more integrated, efficient and effective effort. These gaps and opportunities will then be the key focus for the Steering Group in moving from framework development to implementation. The Steering Group might set up task and finish groups where appropriate to take best advantage of these opportunities. Such opportunities may exist at service, place and ICS levels.

The Health and Wellbeing board receives quarterly updates from the group and further items are brought to the board where appropriate.

AIM 2:

ALL ROTHERHAM PEOPLE ENJOY THE BEST POSSIBLE MENTAL HEALTH AND WELLBEING AND HAVE A GOOD QUALITY OF LIFE

This aim is focused on four priorities:

- Promote better mental health and wellbeing for all Rotherham people.
- Take action to prevent suicide and self-harm.
- Promote positive workplace wellbeing for staff across the partnership.
- Enhance access to mental health services.

Key achievements in 2022/2023 include:

- **Strategic communications to promote better mental health and suicide prevention**
Social media messages promoting Rotherhive and Five Ways to Wellbeing are scheduled at least once every four weeks as part of the Council's overall communications plan. Regular messaging is also provided via neighbourhoods ebulletins aligned to local ward priorities and 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.
- **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.
- **Implementation of the Community Mental Health Transformation has commenced:**
Primary care hub development is underway and an engagement event held in Feb was attended by 160 people.



CASE STUDY:

WALK WITH US- A TOOLKIT FOR SUPPORTING CHILDREN, YOUNG PEOPLE AND FAMILIES AFFECTED OR BEREAVED BY SUICIDE



9% of young people in the UK under the age of 20, who die by suicide, are reported to have been bereaved by suicide.

South Yorkshire and Bassetlaw has a higher suicide rate than the England average. The impact of suicide is complex, and its effects are profound; not only on the family and friends of the person who has died but also on the wider community.

In recognition of the importance of those bereaved from or affected by suicide receiving the support they need, South Yorkshire and Bassetlaw Local Authorities and NHS partners have been working together to develop a consistent approach which is informed by the experiences of those living within the region. Children, young people and families from South Yorkshire and Bassetlaw developed the 'Walk with Us' toolkit with Chilypep, a young people's empowerment project. There were four stages to the project: Engagement of professionals, consultation with children, young people and families, consolidation of research & co-production of toolkit, the launch.

Chilypep held workshops with one hundred practitioners across South Yorkshire and Bassetlaw to understand their experience of supporting children and young people bereaved by suicide. Fifteen Children, young people and families were asked what had helped and what further support was needed. The toolkit offers practical and emotional advice and resources, and signposts to where children, young people and families and those who work with them can get further support if needed. A group of young people involved in the interviews co-produced the toolkit, from working

with the designer, to clarifying key messages, including encouraging posts for others going through a bereavement to suicide and guidance for practitioners. The toolkit was launched on the 30th September 2022 with young people taking a leading role. Practitioners from councils, NHS, police, voluntary and community organisations attended from across South Yorkshire and pledged their commitment to improve support for children and young in the region.

From this launch date to the beginning of January 2023, there have been 1,767 visits to the website, with 662 unique views to date on the signposting webpage. The toolkit has been shared as an example of good practice in Yorkshire and Humber, in Wilshire, in Merseyside and across the country and is a finalist in the LGC Awards in the category Public/Private Partnership. It is now promoted on several national suicide prevention organisations including: National Suicide Prevention Alliance and Suicide Bereavement UK.

South Yorkshire Local Authorities and NHS partners continue to put individuals and families bereaved and affected by suicide at the centre of improvements, working with them, through the Survivors of Bereavement by Suicide peer groups and Amparo. This has resulted in:

- A robust South Yorkshire real time surveillance system for suspected suicides, which is a partnership between South Yorkshire Police and all four South Yorkshire Local Authorities, ensuring that families and all affected are identified early and offered support
- Commissioning of training sessions for practitioners across South Yorkshire on 'Talking to Children and Young people when there has been a suicide'
- Memorial events in South Yorkshire for families to come to together in a safe space to remember loved ones
- Commissioning of a suicide listening service for people bereaved and affected by suicide living and working in South Yorkshire
- Working with the local media in South Yorkshire to help them understand the impact that reporting on suicides can have on all those affected and bereaved
- Improving support for staff who are affected by the death of a client, patient or customer in South Yorkshire.

AIM 3:

ALL ROTHERHAM PEOPLE LIVE WELL FOR LONGER

This aim is focused on two priorities:

- Ensure support is in place for carers.
- Support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs and alcohol.

Key achievements in 2022/2023 include:

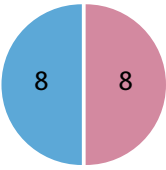
- **Ensuring support is in place for carers.** Work to support carers is overseen through the Borough that Cares Strategic Framework and work is progressing together with carers to deliver on the agreed priorities. During 6-12 June 2022 Carers Week, the Council organised an event, in partnership with Crossroads Care Rotherham, to offer information, support and advice to Rotherham's unpaid carers. Carers Week is a national, annual campaign, supported by organisations including Carers Trust and Carers UK, during which events and activities are held to raise awareness of the challenges faced by unpaid carers and recognise the contribution that unpaid carers make to society.
- **Since emerging from the pandemic, Rotherham has out-performed the national average in terms of successful completion of alcohol and non-opiate drug treatment, demonstrating our real commitment to helping more people overcome addiction locally Rotherham has shown a steady increase.** The rate for completion of non-opiate drug treatment has increased from 24.92 % in April 2022 to 34.30 % in December 2022, whereas the England average has remained fairly static over that time.
- **Delivery of a pilot to support frequent attenders to the hospital's emergency department through an outreach team providing a holistic support offer.** The Rotherham Foundation Trust's Alcohol Liaison was awarded a grant from NHSE. The offer extends care into the community to frequent attenders with a dual diagnosis of alcohol and mental health issues. The project was aligned with the existing acute care team to ensure seamless cares offered and robust supervision within the specialist and wider healthcare community provision. The initial 12-month project has been extended for another 12 months until March 2024. Case Studies have been presented to an NHSE peer panel, which have attracted national interest, as Rotherham is the only site that has gone live. Recognition of positive impact has been provided from Policing, Yorkshire Ambulance Service, Social Care RMBC, families and patients. Significant lifestyle achievements not previously seen include engagement with social prescribing, community support hubs, substance misuse treatment services, safer neighbourhood teams and housing, as well as residential rehabilitation and specialist assessment units for alcohol related brain damage, amongst others.

Rotherham Alcohol & Mental Health Outreach Team

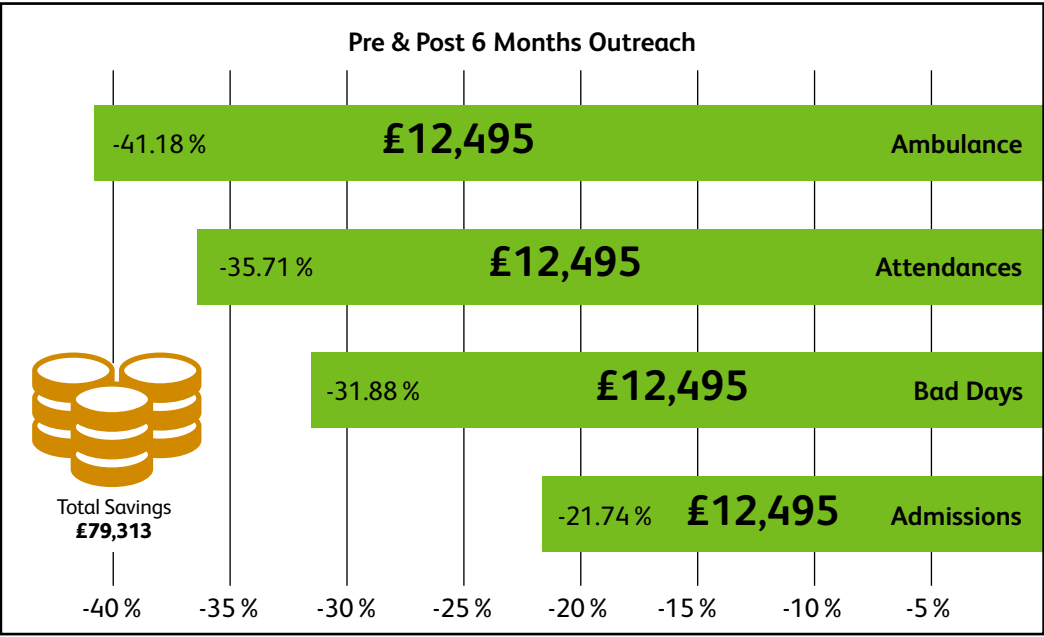


99 Patient Referrals

Current Caseload



Average 209 Days



36 Patients have completed 6 months post Outreach initial contact, figures compared to 6 months pre Outreach initial contact.

CASE STUDY:

IMPROVING TOBACCO CONTROL AND SUPPORTING SMOKERS WHO WANT TO QUIT SMOKING

Supporting local residents to lead healthy lifestyles is a key priority for the Health and Wellbeing Board, including tobacco, alcohol and weight. Despite a huge decrease in the number of people who smoke in the last 10+ years, smoking remains the leading cause of preventable and early deaths in the UK and Rotherham.

Tobacco Control Steering Group was set up over the last year to coordinate the response locally. The group is made up of representatives of the Council, The Rotherham NHS Foundation Trust, Get Healthy Rotherham, South Yorkshire Fire and Rescue Service, NHS South Yorkshire Integrated Care Board and Rotherham Local Pharmaceutical Committee.

In January, the board agreed a range of measures being taken locally to improve tobacco control, coordinated by the Tobacco Control Steering Group:

- A 3-year multi-partner tobacco control workplan for Rotherham.
- A multi-partner vaping / e-cigarette position paper for Rotherham.
- A dashboard of indicators to monitor progress towards a smokefree Rotherham by 2030.
- Plans to endorse the NHS Smokefree Pledge and Local Government Declaration on Tobacco Control.

Additionally to these measures, local health partners and the Council worked together to raise awareness of the risks of smoking and the services available to help residents quit as part of No Smoking Day 2023. No Smoking Day is an annual health awareness day which aims to help smokers who want to quit smoking by highlighting the support available.

There is a broad range of support in Rotherham to help those wanting to quit, this comprises:

- NHS Better Health Service available to access online or by downloading the free NHS quit smoking app.
- Stop Smoking Service provides advice on different ways to stop smoking, including the use of nicotine replacement therapy, such as nicotine gum and patches.
- Rotherham NHS Foundation Trust, smoking in pregnancy team offers weekly face-to-face visits or telephone support, free nicotine replacement treatment and information on using the e-cigarette, and other support throughout pregnancy and postnatal period.

Councillor David Roche, Chair of Rotherham's Health and Wellbeing Board, said 'if you are wanting to quit smoking, for whatever reason, be it to improve your health or to cut down on your outgoing expenses, make the first step by talking to one of our friendly support services, such as Get Healthy Rotherham or the Rotherham NHS Foundation Trust, smoking in pregnancy team. There is also advice, guidance and support available through the use of the NHS quit smoking app and website, to enable residents to find the most appropriate way to stop smoking that fits around their goals.'

Bev Farnish, Health Improvement Manager, at The Rotherham NHS Foundation Trust, said: 'smoking is an addiction, and the trust is here to help those who are ready to start their smoke-free journey. Inpatients at the trust, those attending outpatient clinics, or patients receiving care in their own home can all access support to quit smoking from tobacco treatment advisors. As well as behavioural support, the trust can provide nicotine replacement therapies and help patients access community-based services.'

AIM 4:

ALL ROTHERHAM PEOPLE LIVE IN HEALTHY, SAFE AND RESILIENT COMMUNITIES

This aim is focused on four priorities:

- Deliver a loneliness plan for Rotherham
- Promote health and wellbeing through arts and cultural initiatives.
- Ensure Rotherham people are kept safe from harm.
- Develop a borough that supports a healthy lifestyle.

Key achievements in 2022/2023 include:

- Rotherham was a host city in delivering a record-breaking **UEFA Women's Euros 2022**. As one of nine host cities, Rotherham supported the continued growth of women and girls' football in England. During July, Rotherham's New York Stadium hosted three group games and a quarter final. As part of the delivery of the tournament, a range of programmes have been delivered to welcome women and girls into football, focussing on under-represented groups. The impact of the Euros is already being felt, with a significant increase in new girls' football teams being set up locally, more women going into coaching and at least 20 local women becoming referees.
- **A range of activities were delivered in libraries**, including development of a programme of activities as part of the Warm Welcome programme to support Rotherham people through the cost of living crisis this winter.
- Further, libraries delivered a series of activities for people of all ages to connect, be active and learn new skills, and widen the accessibility of library services, for example: one-off writing workshops at 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.
- **A Combatting Drugs Partnership for Rotherham has been established.** The group met for the first time in December 2022, has developed a needs assessment and its initial action plan.
- Delivery plan for the approved cycling strategy has been finalised.



CASE STUDY:

VOLUNTEERING

Taking action to reduce loneliness is one of the board's strategic priorities. To drive this priority, the loneliness action plan was updated over the last year and agreed by the board in November 2022.

Key areas of action supporting delivery of the plan include:

- 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
- 4972 tenancy health checks undertaken to date in 2022/23 and tenants have been signposted/referred to services where required.
- 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 and organisations which are available to support Rotherham residents- initial draft complete and will be hosted on JSNA when finalised.

Promoting volunteering is also key to reducing loneliness. Volunteering has a range of health benefits, including improving mental health and wellbeing.

Patricia is a volunteer who shares more about her experience:

I was in my late fifties when I saw a leaflet asking for people to volunteer at the library. I had taken early retirement but was wanting to do something outside the home and I have always loved reading. I filled in the form and was then invited for an interview.

It was very informal, more like a chat, and I was asked what I was interested in doing. As a result, I started volunteering at a weekly IT drop-in session where people could come in for assistance with accessing the internet, setting up emails, searching for jobs online etc. There was always a member of library staff I could ask if I had questions and I felt well-supported as a volunteer.

A few months later, the library volunteers were all asked if we would like to take part in a new initiative called Shared Reading. It sounded interesting so I undertook the training and then helped run a Shared Reading group at a library with another volunteer. It had to stop at lockdown but has since started up again at another library.

Volunteering at the IT group and at the Shared Reading group gave me the confidence to apply when the library advertised for relief library assistants, a paid role. I started 9 months ago, and I love it. It all started from reading that leaflet several years ago. Volunteering has helped change my life. I was new to Rotherham, and it has helped me feel more part of the community and that I am giving something back. I think the key is to find something that you are interested in, and you never know where it may lead.

LOOKING AHEAD

A focus on reducing health inequalities and prevention and early intervention will continue to be key to the Health and Wellbeing Board over the next year.

As a board, we will:

- Sign up to the OHID Prevention Concordat for Better Mental Health as a Health and Wellbeing Board.
- Continue to work with Board sponsors and the Board to monitor delivery of our strategy.
- Continue to develop our relationships within the new South Yorkshire Integrated Care System.
- Ensure each of our aims is aligned with the South Yorkshire Integrated Care Strategy.
- Continue to focus on reducing health inequalities between our most and least deprived communities.
- Influence other bodies and stakeholders, including those with a role in addressing the wider determinants of health to embed health equity in all policies.

The board will also oversee delivery through partnerships and partners, monitored through the Health and Wellbeing Strategy action plan:

- Continue implementation of 'Best Start and Beyond' framework, identifying areas of action through Task and Finish groups as appropriate.
- Implementation of the Breastfeeding Friendly Borough declaration.
- Establishment of Family Hubs model of service delivery.
- Development and mobilisation of the integrated primary/secondary care mental health transformation.
- Work in partnership to enhance the Mental Health Crisis Pathway.
- Launch a partnership prevention campaign with a focus on upstream prevention messaging.
- Delivery of the loneliness action plan.
- Implement the Combatting Drugs Partnership delivery plan.
- Continue developing a borough that supports a healthy lifestyle, including implementing our strategic approach to physical activity through the Moving Rotherham Partnership, and development of a partnership training offer on the strength-based approach.