This document reviews the alignment of the [2023 Integrated Care Strategy for South Yorkshire](#) and the [Rotherham Health and Wellbeing Strategy 2018-2025](#) (refreshed 2022).

Aim 1: All children get the best start in life and go on to achieve their potential

Best start in life for Children & Young People

Rotherham Health and Wellbeing Strategy – Aim 1

South Yorkshire Integrated Care Strategy – Shared outcome 1

SOUTH YORKSHIRE							
SY Integrated Care Strategy shared outcome: Best start in life for Children and Young People							
Context	Wider determinants (physical, commercial and socio-economic) housing, social networks and education. Poverty Health inequalities			impact of pandemic			
Health areas	Parental health	Mental health	Oral health		Children's development ('school readiness') Development of healthy behaviours: Physical activity Healthy eating	Reduce healthcare inequalities	Other focus areas for CORE20Plus for CYP: Asthma Diabetes Epilepsy
					Physical activity School readiness		
Focus areas for healthcare and children's services across SY (commitments)	Families			Voice and control		Access to mental health and wellbeing services for children and young people	Access to play areas		develop the world's most advanced and integrated healthcare system for children and young people
	1,001 days	**families** to stay safely together, with a focus on **early help**, access to services and preventing them from reaching crisis point	Multi-agency collaboration, take a strengths-based approach to establishing family hubs	support for children to manage their physical and mental health and wellbeing, maximise their capabilities and have choice and control over their lives	voice and active participation in improving and integrating services, co-production of services			

Actions	enhance maternity care, to decrease inequalities in maternal and neonatal outcomes.	working to remove industry interference in alcohol and gambling educational materials	Establish Family Hubs				Limit saturation of hot food takeaways in areas around schools			improve uptake of childhood immunisations	development of a National Centre for Child Health Technology (NCCHT) at Sheffield Olympic Legacy Park
Inclusion Groups	young carers, looked after children, care leavers and those in contact with the justice system										
Who	• Place Partnerships • Family Hubs • Local Maternity and Neonatal Network • Children's social care services • Primary Care Networks • Children and Young People's Alliance • Children and Young People's Health Equity Collaborative • Mental Health Provider Collaborative • National Centre for Child Health Technology (NCCHT) at Sheffield Olympic Legacy Park • Bloomberg Harvard City Leadership Programme for South Yorkshire										
Going Further as SY	**Focus on development in early years so that every child in South Yorkshire is school ready** Raise the level of school readiness in South Yorkshire and close the gap in those achieving a good level of development between those on free school meals and all children by 25% by 2028/30										

ROTHERHAM

Health and Wellbeing Strategy Aim 1: All children get the best start in life and go on to achieve their potential

Themes and factors	Differing life chances, poverty				Socio-economic factors, poverty				impact of pandemic
Focus areas	Maternal health	Smoking at time of delivery	Breastfeeding	Dental decay	social networks and education	poor housing, fuel poverty	healthy behaviours, healthy eating		Mental health, stress, anxiety
Health and Wellbeing Strategy Priorities	**1. Develop our approach to give every child the best start in life.**				**2. Support children and young people to develop well.**				
Health and Wellbeing Strategy Action Plan	Implement 'Best Start and Beyond' framework. Mobilise and launch 0-19 service with a universal offer to support all children and young people and their families, with an enhanced offer for those that need it, ensuring that there is equality across the service.								
	Building on gap analysis, develop a local action plan to deliver on the first 1001 days	Work with the LMS to ensure continuity of carer is the default model by March 2024.	Developing and publishing the Start for Life Offer (first 1001 days), through	Work towards formal ratification of 'Breastfeeding Borough' declaration,		Develop and agree prevention-led approach to children and young people's	Develop proposals for multi-agency Family Hub model of service delivery	Continue to support children and young people's Mental Health and wellbeing,	Continue to jointly deliver the SEND Written Statement of Action, jointly	Continue to focus on improving early years take-up in targeted areas of

	through the Best Start and Beyond Framework.	(action to be reworded)	implementation of Best Start and Beyond Framework.	including BF friendly places, BF policy, comms plan		healthy weight with partners, building on childhood obesity pathway review and evidence from compassionate approach		along with schools, health and voluntary sector	led by LA and ICB and with local area partners.	Rotherham (Central) to have wider holistic benefit on key development measures
Group/ body overseeing delivery	**Best Start and Beyond Steering Group**					**Early Help Steering Group**				

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

Living healthier and longer lives AND improved wellbeing for those with greatest need

| Rotherham Health and Wellbeing Strategy Aim 2 | South Yorkshire Integrated Care Strategy – Outcome 2 |

SY Integrated Care Strategy Priority	Living healthier and longer lives AND improved wellbeing for those with greatest need[1]			
	SOUTH YORKSHIRE			
Context	Health inequalities		factors that contribute to poor mental health, including social and economic factors	

Health areas/themes
 	
SY Integrated Care Strategy Themes
	Proactively enabling early intervention to prevent more serious difficulties and preventing suicide.	challenge mental health stigma promoting the importance of mental health throughout every stage of life	Core 20 Plus 5
			
			• Locally identified priority groups (Including: people from ethnic minority heritage, Gypsy, Roma and Traveller communities, asylum seekers, people with learning disabilities, homeless, LGBQTrans communities.
			• Clinical areas:
			  • maternity
			  • **severe mental illness**
			  • chronic respiratory
			  • disease, early cancer diagnosis and
			  • hypertension and high lipids	

Approaches/commitments	• **community voice and insights** to enable changes to services • co-produce local programmes with local communities and people with lived experience • work with communities and people with lived experience to improve mental health and well-being and to remodel and integrate mental health services	a step change in the focus on wellbeing, **prevention and the early identification** and management of physical and mental ill health.	• proactive care • whole-person approach • self- management of physical and mental health and wellbeing ensure that people of all ages have the **information, knowledge, skills and confidence they need to manage their physical and mental health and wellbeing,** have choice and control in their own lives, and are able to use their skills,	**improve access to services, understand and remove barriers** and enable the integration of care.

[1] Living healthier and longer lives – covered in Aim 3 of Health and Wellbeing Strategy. This overview focuses on mental health and wellbeing (Aim 2)

			knowledge and experience to benefit the wider community	
Examples of Actions	Supporting people with mental ill health to have better physical health and working with primary care to enhance the **annual physical health check** for people with serious mental ill health	Specialist Tobacco Treatment Advisors supporting people in contact with **secondary care mental services to stop smoking (**Mental Health Trusts)		For example, Places are developing multidisciplinary teams, bringing together Primary Care Networks, community services, specialist community teams, social care and the VCSE sector	
Groups	We will work with: • People with serious mental health conditions and those with learning disabilities and autism to improve their physical health. • People with serious physical long-term conditions to enable them to have good mental health. • Ethnic minority communities to support improvements in physical and mental health.				
How/Who	Mental Health Provider Collaborative Place Based Partnerships Place Partnerships, working with the Mayoral Combined Authority, Alliances NHS partners Mental Health Trusts				
Going Further as SY	**Act differently together to strengthen & accelerate our focus on prevention and early identification** Focusing on the four main modifiable risk factors – smoking, healthy weight, alcohol, and hypertension Early identification and management of the three main causes of early death and unwarranted variations in care in South Yorkshire – **Cardiovascular, Respiratory Disease and early diagnosis of Cancer**. Specifically acting together to strengthen our focus on reducing smoking to reduce the **levels of smoking** to 5% by 2030				

ROTHERHAM				
Rotherham Health and Wellbeing Strategy themes	personal, social and environmental risk factors contribute to poor mental health, including medical illness, loneliness, unemployment, poverty and poor access to basic services	Role of other organisations and local communities in providing environments where suicide can be talked about and trained people can spot the signs and offer initial support and signposting	Health and Wellbeing Board partners as significant local employers • developing a supportive culture • increasing awareness and understanding of mental health • Reducing stigma and discrimination	• access and experience of services • Talking therapies, psychological therapies for depression and anxiety disorders in adults • inequalities in health outcomes for the most and least deprived communities in Rotherham • barriers for Black, Asian and Minority Ethnic communities to accessing mental health care. • Covid-19 impact on access
Health and Wellbeing Strategy Aim	**All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life**			
Health and Wellbeing Strategy Priorities	3. **Promote better mental health and wellbeing for all Rotherham people.**	4. **Take action to prevent suicide and self-harm.**	5. **Promote positive workplace wellbeing for staff across the partnership.**	6. **Enhance access to mental health services.**

Health and Wellbeing Strategy Action Plan	Progress formal sign up to the OHID prevention concordat for better mental health as a Health and Wellbeing Board	Develop and deliver partnership communications activity focussed on mental health, building on successful campaigns and resources • Rotherhive • Five Ways to Wellbeing • Great Big Rotherham To Do List	Promote suicide and self-harm awareness training to practitioners across the partnership and members of the public through internal and external communications	Deliver the Be the One campaign with annual targeted messages based on local need with support from all partners' comms and engagement leads.	Promote the Be Well @ Work award to Health and Wellbeing Board partners and support sign up	Ensure partners are engaged in Employment is for everyone programme, promoting employment opportunities to those with SEND, and improving wellbeing at work	Ensure partners are engaged in the development and mobilisation of the integrated primary/secondary care mental health transformation. This will include: • Implementation of MH ARRS roles • Long term plan eating disorders, IPS and EIP targets by March 2024 • Implementation of Community Mental Health Integrated primary / secondary care transformation programme by March 2024	To work in partnership to enhance the Mental Health Crisis Pathway (early intervention, prevention, social care & crisis). This will require: • Partnership working to ensure an early intervention and crisis prevention model is developed • Mobilisation of the Touchstone Safe Space (alternative to crisis) provision • Mobilisation of social care pathways
	Refresh and deliver Better Mental Health For All action plan, focused on early intervention and prevention, developed in line with national 10-year Mental Health Plan		To promote postvention support for adults, children and young people bereaved, affected and exposed to suicide and monitor referrals to services, including staff affected					
Group/ body overseeing delivery	Rotherham Place Better Mental Health for All Group							

Rotherham Place Plan Transformation workstream	ENJOYING THE BEST POSSIBLE MENTAL HEALTH AND WELLBEING				
	Delivery of the Adult Severe Mental Illness in Community Health transformation plan	Delivery of the Mental Health Crisis & Liaison programme	Suicide-prevention programme	Dementia pathway transformation	Delivery of the Better Mental Health for All Plan (note this also includes the loneliness delivery plan)

SY Integrated Care Strategy Shared Outcome 4: People with the skills and resources they need to thrive (as relevant to Aim 2)

SY ICP actions:

- collective power of our anchor institutions and supporting the development of our health and care workforce.
- Actively promote the development of inclusive labour markets

Bold ambition: Collaborate to value & support our entire workforce across health, care, VCSE, carers, paid, unpaid. Developing a diverse workforce that reflects our communities

- Develop a Workforce Strategy that will enable us to collaborate across South Yorkshire to educate, develop and support our entire workforce
- Contribute to South Yorkshire becoming an anti-racist and inclusive health and care system through everything that we do and how we do it with our communities. Committing to real actions that will eradicate racism

SY Integrated Care Strategy Shared Outcome 2 – Living healthier and longer lives – covered in AIM 3 (and AIM 4) of Rotherham Health and Wellbeing Strategy

SY Integrated Care Strategy Shared Outcome 2 – Living longer and healthier lives (wider determinants of health such as education and skills, housing, employment opportunities, neighbourhoods and communities) – covered in AIM 4 of Rotherham Health and Wellbeing Strategy

Rotherham Health and Wellbeing Strategy Aim 3

South Yorkshire Integrated Care Strategy – Outcomes 2

SY Integrated Care Strategy Priority	**Living healthier and longer lives AND improved wellbeing for those with greatest need**						
	SOUTH YORKSHIRE						
Context	Health inequalities (incl ethnic health inequalities), wider determinants of health impacting on physical and mental health						
SY Integrated Care Strategy Themes	Independence	Social prescribing	Early diagnosis (cancer) and early identification (cardiovascular disease (heart disease and stroke), respiratory disease, cancer and dementia – and of their risk factors (such as high cholesterol, high blood pressure and diabetes))	Risk factors: smoking, alcohol, obesity and hypertension	Those living with multiple conditions	enabling choice and control and supporting end of life planning	Access to services	Reduce inequalities in healthcare
SY Integrated Care Strategy themes - commitments/approaches			Ensure that prevention interventions are funded at sufficient scale to have real impact	Self-management	Proactive care, taking a whole-person approach		Community voice and insights, lived experience Ensure that prevention interventions are co-produced with local communities	Increase our joint use of data and information, incl information from patients and communities (PHM)
Activities					Enhance rehabilitation for patients prior to cancer therapy and rehabilitation for people with cancer, cardiac and respiratory diseases and stroke			
How/Who	Place Partnerships, working with the Mayoral Combined Authority Collaboratives and Alliances Place Partnerships with local communities and the VCSE as equal partners							

	NHS partners

Going Further as SY	**Act differently together to strengthen & accelerate our focus on prevention and early identification** Focusing on the four main modifiable risk factors – smoking, healthy weight, alcohol, and hypertension Early identification and management of the three main causes of early death and unwarranted variations in care in South Yorkshire – Cardiovascular, Respiratory Disease and early diagnosis of Cancer. Specifically acting together to strengthen our focus on reducing smoking to reduce the levels of smoking to 5% by 2030

PLACES							

Place delivery through (as mentioned in Integrated Care Strategy)	Adult social care services (helping people to live the life they want while keeping safe and well in their local communities)	Cancer Alliance working in partnership with communities, primary care and the Voluntary Sector with Voluntary, Community and Social Enterprise Sector	Healthcare services, including Primary Care Networks	Clinical Networks for Cardiovascular, Diabetes, Stroke and Respiratory Disease.	Trusts QUIT Programme Place Partnerships Physical activity partnership Children and Young People's Alliance are working with schools to promote healthy weight for children and young people	Places are developing multidisciplinary teams, bringing together Primary Care Networks, community services, specialist community teams, social care and the VCSE sector		

Rotherham Health and Wellbeing Strategy themes	**Unpaid care** (for someone suffering from illness, disability, addiction or mental ill health)			**Conditions**: cardiovascular disease, respiratory disease and cancer (Ischemic heart disease; Tracheal, bronchus and lung cancer, Stroke, Chronic obstructive pulmonary disease; Lower back pain)		**Risk factors**: Smoking, drugs and alcohol, and obesity 'Ensuring the right care is provided when people need it is important, but while this aim focuses on health care, priorities in aim 4 are about ensuring that people live in environments conducive to living a healthy life'	

Health and Wellbeing Strategy Priorities	**7. Ensure support is in place for carers**			**8. Support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs and alcohol** (note: twinned with Aim 4, priority 4, 'Develop a borough that supports a healthy lifestyle' which tackles the environmental and social context that enables people to lead healthier lives- social and commercial determinants.)		

Health and Wellbeing Strategy Action Plan	Continue to oversee and monitor the priorities in 'The Borough that Cares Strategic Framework', including: Take an integrated approach to identifying and supporting carer health and wellbeing	Health risks Prevention campaign 'Say Yes'	Review of Rotherham Place offer for social prescribing	community engagement coordination

	Establish locality specific carer partnership/network groups			
	Introduce a co-production programme with communities to build our carer friendly Borough			
	Introduce quality assured Information, Advice and Guidance processes to ensure the integrated planning and implementation of Information, Advice and Guidance	NHSE funded pilot to support frequent attenders to ED with complex Alcohol and Mental Health needs	Drug and Alcohol Related Death (DARD) review process	self-management and holistic support for people living with physical health conditions and poor mental wellbeing
Group/ body overseeing delivery	**Borough that Cares Strategic Group/ delivery of Borough that Cares Strategic framework**	**Prevention and Health Inequalities Place Group** **Combatting Drugs Partnership** (note: this is also covered in Aim 4, priority 2: Ensure Rotherham people are kept safe from harm.) **Tobacco Control Group** **Moving Rotherham: Physical Activity Health Sub-Group**		

Improved wellbeing for those with greatest need – covered in AIM 2 of Rotherham Health and Wellbeing Strategy

Also covered in 'People living longer and healthier lives' (shared outcome 2 in SY Strategy) – but covered in AIM 4 of Rotherham Health and Wellbeing Strategy:

- **wider determinants of health such as education and skills, housing, employment opportunities, neighbourhoods and communities, air pollution, creativity and arts climate mitigation and adaptation, active travel**
- **commercial actors disproportionately influence choices and behaviours towards unhealthy products, and use their powers to reduce those pressures. For example introducing measures to limit hot food takeaways around schools and reduce industry interference in alcohol and gambling educational materials.**
- **strengths-based approach to the development of vibrant communities**
- **health protection, e.g. environmental health protection, outbreak management and addressing air pollution.**

Priority on Carers AIM 3 of Rotherham Health and Wellbeing Strategy – is covered in shared outcome 4 in SY ICP strategy – people with the skills and resources they need to thrive, in particular, the workforce strategy for South Yorkshire's health and social care workforce will include a focus on unpaid carers.

Aim 4: All Rotherham people live in healthy, safe and resilient communities.

Safe, strong and vibrant communities

People with the skills and resources they need to thrive

Rotherham Health and Wellbeing Strategy – Aim 4

South Yorkshire Integrated Care Strategy – Outcomes 3 and 4

SY Integrated Care Strategy Priority	People are supported to live in safe, strong and vibrant communities					People with the skills and resources they need to thrive			
	SOUTH YORKSHIRE								
SY Integrated Care Strategy Themes – South Yorkshire	**Wider determinants of health**								
	Creativity and arts	Air pollution	Active travel	Climate mitigation and adaptation	Safer and stronger communities	Education, skills, employment and income neighbourhoods and communities			**Work and health** inclusive labour markets, local recruitment, supporting people to enter and stay in work, especially those with physical and mental health conditions, inclusion groups & in greatest need to address health inequalities
How/Who	Places				ICP advocate and share learning and influence wider partners	South Yorkshire Stronger, Greener, Fairer Strategic Economic Plan	South Yorkshire Skills Strategy in development	South Yorkshire transport strategy	ICP to advocate and support places SY ICP Workforce Strategy to be developed

Going Further as SY	**Work together to increase economic participation and support a fair, inclusive and sustainable economy**
	• Reduce the economic inactivity rate in South Yorkshire to less than 20% across our places by 2028/30
	   • Reduce the gap in the employment rates of those with a physical or mental health long term condition (as well as those with a learning disability) and the overall employment rate by 25% by 2028/30
	• Enable all our young people that are care leavers in South Yorkshire to be offered the opportunity of good work within health and care by 2024
	   • Establish a South Yorkshire Citizens Assembly for climate change and accelerate progress towards environmental statutory emissions and environmental targets
						Collaborate to value & support our entire workforce across health, care, VCSE, carers, paid, unpaid. Developing a diverse workforce that reflects our communities
						• Develop a **Workforce Strategy** that will enable us to collaborate across South Yorkshire to educate, develop and support our entire workforce
						• For our statutory partners to accelerate progress towards a workforce that is diverse and representative of all our communities
						• Contribute to South Yorkshire becoming an anti-racist and inclusive health and care system through everything that we do and how we do it with our communities. Committing to real actions that will eradicate racism			

	PLACES								

SY Integrated Care Strategy themes - places	Increase connectivity and reduce loneliness	Access to cultural and creative opportunities, leisure and sport facilities in our local communities	Air pollution health protection, e.g. environmental health protection, outbreak management and addressing air pollution		Physical activity		Community development Community infrastructure Strengths-based approach	Commercial determinants (ie hot food takeaways around schools and reduce industry interference in alcohol and gambling educational materials)	Housing (fuel poverty, including condensation, damp and mould)	Education and skills, Learning opportunities for adults of all ages	Employment opportunities	Climate mitigation and adaption
Rotherham Health and Wellbeing Strategy themes	Loneliness and social isolation: communities are resilient, with the right services and support	opportunities to participate in arts and culture	antisocial behaviour and crime	Impacts on mental health	Active travel	Physical activity	Asset and strengths-based approaches	Tobacco, gambling, alcohol and foods high in fats, sugars and salt access to healthy, fresh food for all	Housing	Healthy economy	Public places, streets, noise, access to green space	
How?	Delivery of Loneliness plan	Cultural Partnership Board Cultural Strategy delivery	maintain links to safeguarding boards and address any cross-cutting issues				Thriving Neighbourhoods Strategy delivery	Regulate in such a way as to minimise harm (related 'lifestyle interventions' sit in Aim 3)	Vibrant high streets	Influence other policies and strategies Place-Based Investment Strategy (incl Employment and Skills Strategy)		
Health and Wellbeing Strategy Priorities	**1. Deliver a loneliness plan for Rotherham**	**2. Promote health and wellbeing through arts and cultural initiatives.**	**3. Ensure Rotherham people are kept safe from harm.**	**4. Develop a borough that supports a healthy lifestyle** (note: twinned with Aim 3, priority 2: Support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs and alcohol, which is focused on individual-level 'lifestyle interventions')								
Health and Wellbeing Strategy Action Plan (RAG rated for info)	Better Mental Health Fund Befriender dissemination	Rotherham Show / Evaluation of over 55s programme (COMF) / Children's capital of culture / Activities in libraries	Home Safety Partnership Referral Scheme and Safe and Well checks / crosscutting issues with other partnership boards relating to safety and safeguarding.	Strategic approach to physical activity	Football programmes for women and girls (Euros legacy)	Cycling strategy delivery plan	Training on strength-based approaches					

	Promote existing resources on loneliness		Establish a Combatting Drugs Partnership	MECC training offer on physical activity	Development of inclusive and accessible outdoor sports facilities (Playzones)	Rotherham Food Network to develop an action plan			
	deliver loneliness action plan	libraries as death positive spaces	Joint needs assessment for the Combatting Drugs Partnership						
	Promote volunteering opportunities	libraries as spaces for people to share experiences and response to specific health issues	Vaccination programme for Covid-19 and flu						
Group/ body overseeing delivery	Better Mental Health for All Group	Cultural Partnership Board	Safer Rotherham Partnership Safeguarding Adults Board Safeguarding Children Partnership Safeguarding Chairs group	Combatting Drugs Partnership Tobacco Control Group Moving Rotherham - Leisure Subgroup Rotherham Food Network		RMBC – One Council Thriving Neighbourhoods	**Business Growth Board (**Employment and Skills Board and Town Deal Board) **RMBC - One Council (BHBC) Inclusive economy** **Strategic Housing Forum** **Rotherham Together Partnership (Strategic Partnership Group and CEO group)** **SYMCA boards** **Operational groups:** **Town Centre Operational Group**		

Key

SY level
Place level
Health and Wellbeing Strategy
HWbB currently no oversight

Also covered in in 'safe, strong and vibrant communities' (shared outcome 3 in SY Strategy) – but covered in cross-cutting priorities of Rotherham Health and Wellbeing Strategy:

- social value for local people, including building wealth within our local communities through progressive procurement strategies
- **Through our Place Partnerships, Collaboratives and Alliances, and together with our communities, to harness our collective role as anchor institutes to aid community development.**
- **Strengthen our work together to ensure everyone in South Yorkshire can benefit from being in good work by harnessing the collective power of our anchor institutions and supporting the development of our health and care workforce.**