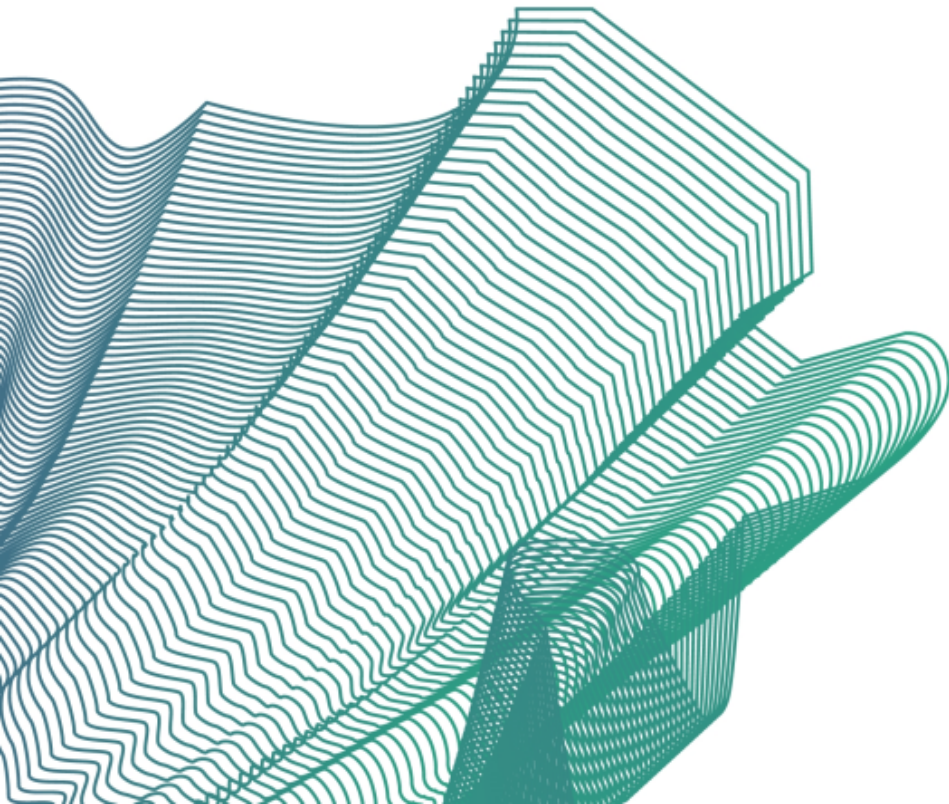


ROTHERHAM

INTEGRATED CARE PARTNERSHIP | HEALTH AND SOCIAL CARE

Update on the Prevention and Health Inequalities Strategy

Health and Wellbeing Board 6th March 2024



Rotherham

Clinical Commissioning Group

**Rotherham, Doncaster
and South Humber**

NHS Foundation Trust

The Rotherham

NHS Foundation Trust

Rotherham 
Metropolitan
Borough Council



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Context

- Our Prevention and Health Inequalities Strategy and (live) Action Plan was first adopted in **April 2022**
- Rotherham's Place Plan was refreshed last year, with prevention and health inequalities now being a crosscutting workstream rather than an 'enabler'
- Although the action plan has always been live, work has taken place to take stock of where we are and ensure alignment with the Place Plan and other key strategic documents

People in Rotherham live well for longer

Strengthen our understanding of health inequalities

Improve the understanding of health inequalities in Rotherham

Ensure that partners have access to bespoke data products

Ensure that data around health inequalities informs commissioning, decision-making and service-delivery

Develop the healthy lives prevention pathway

Reduce the prevalence of smoking in Rotherham and narrow the gap between our most and least deprived communities

Increase the proportion of people in Rotherham who are a healthy weight

Reduce alcohol-related harm for people in Rotherham

Support older people in Rotherham to retain their independence and age well

Support the prevention and early diagnosis of chronic conditions

Reduce the health burden of cardiovascular disease in Rotherham

Improve the management of diabetes

Reduce the health burden of chronic respiratory disease in Rotherham

Increase the proportion of cancer diagnoses made at stage 1 or stage 2

Ensure people get support with their mental health at the earliest possible stage

Tackle clinical variation and promote equity of access and care

Narrow the gap in maternity outcomes for ethnic minority women and women from deprived communities

Reduce premature mortality for people with learning disabilities, autistic people and those with severe mental illnesses

Improve access to social prescribing for ethnic minority communities

Mitigate against digital exclusion

Harness partners' roles as anchor institutions

Improve the health and wellbeing of our workforce across the place partnership

Employ people from deprived communities and inclusion groups in Rotherham

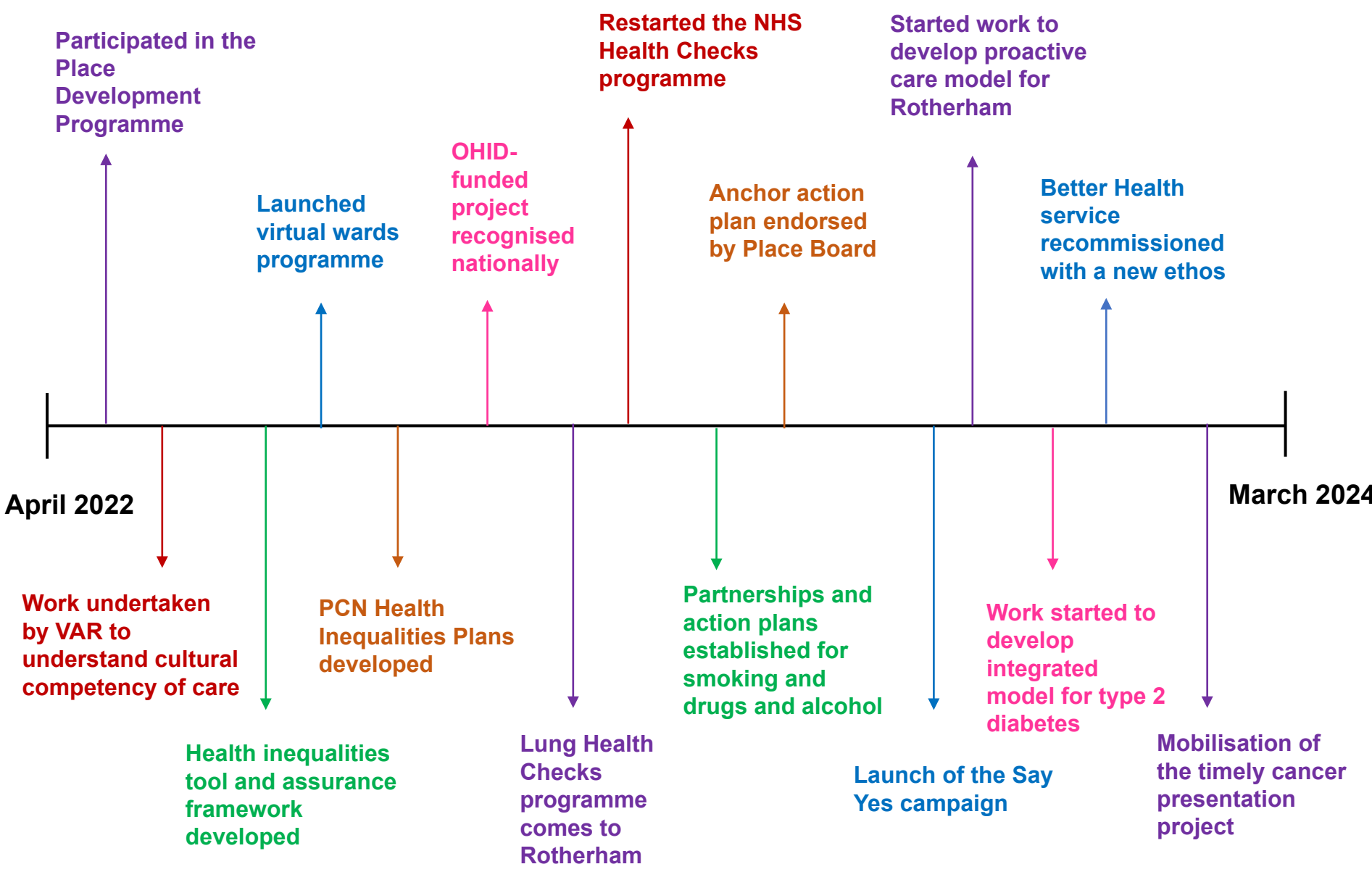
Increase our local spend to support Rotherham's economy

Reduce our environmental impact

Advocate for prevention across the wider system

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Key messages from engagement with partners

- Already have a strong framework - the five priorities still feel like the right ones to focus the action plan around
- Funding, resources, capacity
- Need to be clear on our focus
- Lived experience and community intelligence/engagement
- Reaching our underserved communities
- Assurance of the inclusivity of our universal offer
- The complexity of the system and question of how we support frontline staff to navigate this
- Emphasis on personalisation and a holistic approach – focussing on both mental and physical health

1. Deliver against the clinical areas in the Core20Plus5 and Prevention High Impact Intervention frameworks.
2. Develop our approach to Population Health Management in Rotherham, including supporting the development of tools, reporting, data-sharing arrangements, resources and approaches based on evidence of need.
3. Strengthen our approach to personalisation in Rotherham.
4. Prevent and delay care needs through technology-enabled care.
5. Embed strengths-based approaches to social care in Rotherham to increase self-care, reduce social isolation and promote independence.
6. Develop our proactive care model.
7. Raise awareness around our local prevention offer and promote self-management through delivery of the Say Yes campaign. *Link with Comms and Engagement Enabler Group*
8. Review our prevention pathway with the aim of reducing duplication and improving the inclusivity of our offer for Plus groups (including people with SMI and LD.)
9. Build exercise into long-term conditions pathways.
10. Explore opportunities to make our health and social care services more inclusive for people living in poverty.
11. Increase the representation of ethnic minority communities at every level of our workforce, with a focus on recruitment, retention and progression. *Link with Workforce and OD Enabler Group*
12. Build the understanding of our collective workforce around prevention and health inequalities to support us to make every contact count. *Link with Workforce and OD Enabler Group*

Progress since September

- Expansion of the outcomes framework and health inequalities tool to incorporate profiles for our Core20Plus5 clinical areas and ethnic minority communities.
- Engagement with over 1200 people with LTCs in Maltby and Dinnington.
- Launch of the Say Yes campaign following approval at PLT.
- Delivery of the Better Health service seeing positive early outcomes and feedback from both service-users and professionals.
- Partnership working around the development of an integrated service model for diabetes, including a prevention workstream.
- Recruitment underway to establish a Prevention Team within Adult Social Care.
- Mobilisation of the timely cancer presentation project.
- Rollout of cultural competency training within primary care.
- Engagement with partners around chronic pain.
- Work underway to expand the remit of the Healthy Hospitals programme within TRFT.



Next steps

- Recommission the falls prevention service and use learning to inform the development of the wider exercise in clinical pathways programme.
- Undertake a self-assessment against the national personalisation model and understand areas for improvement in Rotherham.
- Continue to engage local people in Maltby and Dinnington and present insights to Place partners and key stakeholders.
- Review services and roles across health and social care that contribute to prevention through social prescribing (and other complementary enablers.)
- Deliver against the Say Yes action plan and evaluate impact.
- Work with the Workforce and OD Enabler Group to build the understanding of the workforce around prevention and health inequalities and on EDI.
- Develop stronger links with RMBC Housing, building on successes such as work to address damp and mould.

Recommendations

That the Health and Wellbeing Board:

- Notes the update on the Prevention and Health Inequalities Strategy.
- Endorses the next steps that have been outlined.

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