

# Health and Wellbeing Strategy Action Plan: June 2024 update

**Key:**

Completed
On track
At risk of not meeting milestone
Off track
Not started

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

Board sponsors: Nicola Curley, Strategic Director of Children and Young People’s Services, Rotherham Metropolitan Borough Council and Dr Jason Page, Medical Director for Rotherham Place, South Yorkshire Integrated Care Board

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
Cross-cutting	1.1	Identify gaps, opportunities, system assurance and best practice through the Best Start and Beyond Framework	Ongoing (up to March 2025)	Alex Hawley, RMBC Helen Sweaton, ICB/RMBC		The terms of reference of the group have been revised at the September meeting (25 <sup>th</sup> ), to take oversight of Family Hubs funded workstreams to the group’s remit and milestones in Place Plan. This fits very well in particular with the focus on the first 1001 days.

					<p>Meeting frequency has changed to monthly.</p> <p>With the changes to leadership and management of the Family Hubs and Best Start in Life programme, steering group, and task and finish group arrangements and task allocation processes for the remainder of the transformation programme are currently under review, including through a partnership-wide Maturity Self-Assessment workshop for the programme on 29<sup>th</sup> February.</p>
Develop our approach to give every child the best start in life.	1.2	<p>Continue to implement Breastfeeding Borough declaration, through delivery of Rotherham backs breastfeeding campaign</p> <ul style="list-style-type: none"> <li>• Creating directory of breastfeeding friendly businesses</li> <li>• Explore link to Be Well at Work</li> <li>• Increase number of trained peer supporters by 50%</li> </ul>	October 2024	Sam Longley, RMBC, TBC, TRFT	<p>Work ongoing with the Rotherham Backs Breastfeeding Campaign – Business packs have been produced and promotion to commence January 2024. A plan in place to include Infant feeding into the Be Well at Work scheme.</p> <p>Voluntary Action Rotherham through Family Hubs working with the 0-19's to develop the peer support training and volunteer recruitment.</p> <p>Family Hub funded Infant Feeding Co-ordinator in post to develop the Infant Feeding workstream within Family Hubs.</p>

						All Children's centres are beginning the process of gaining Unicef Baby Friendly Initiative Accreditation.
1.3	Analyse impact of new 3-4 months universal visit to identify opportunities to develop the healthy child programme	October 2024	Sam Longley and Michael Ng			New universal 3-4 months visits have commenced. Target of 70% coverage to be achieved by Q4. Pilot roll out continues which started initially targeting 1st time parents, full universal offer to commence in April 2024 Initial reporting has commenced. Evaluation process being developed. Public Health, Commissioning and Data Analysis team in place.
1.4	Develop printed resources and updated website 'Giving your child the best start in life' (Family Hubs start for life offer) <ul style="list-style-type: none"> <li>• Consultation</li> <li>• Finalised offer</li> </ul> <p>Ensure sustainable online offer by establishing ongoing website ownership</p>	December 2024 March 2025	Alex Hawley			Discussions have taken place with VAR Family Hub Facilitator (December 2023) about involving the Parent Care Panel in reviewing current web resource and in developing future contents and style of the Start for Life Offer (online and printed).

			March 2025			<p>An interim Best Start to Life leaflet will be designed and printed for inclusion in Baby Packs in the Spring.</p> <p>Work on 'Phase Three' of 'Giving Your Child the Best Start in Life' website pages will continue following completion of planned Baby Packs commissioning work.</p>
1.5	<p>Delivery of the 3 Year Delivery plan for Maternity and neonatal service which aims to make care safer, more personalised and more equitable through the delivery of four high level themes:</p> <ul style="list-style-type: none"> <li>• Listening to women and families with compassion which promotes safer care</li> <li>• Supporting the workforce to develop their skills and capacity to provide high quality care</li> <li>• Developing and sustaining a culture of safety to benefit everyone</li> <li>• Meeting and improving standards and structures that underpin the national ambition.</li> </ul>		March 2024	Sarah Petty, Head of Midwifery, TRFT		<p>Work is continuing within maternity services to achieve all aspects of the 3 year delivery plan. An action plan has been developed to address the four elements of the plan which has been agreed with the LMNS. An LMNS assurance visit took place January 2024 to assess progress against the action plan. Of the four themes within the 3 year delivery plan, evidence has been presented via board papers each month addressing the work done within Maternity Services in each of the areas. Particular improvements have been made around theme 4, with the collection of data to highlight</p>

						areas of deprivation. In the coming months, this intelligence will enable us to co-design services for the most in need mothers and babies, addressing any inequalities.
Support children and young people to develop well.	1.6	Develop and agree prevention-led approach to children and young people's healthy weight with partners, building on childhood obesity needs assessment work and using evidence from compassionate approach	January 2024	Sue Turner, RMBC		Progress update to the HWB Board delivered in January 2024. Compassionate approach working group is in place, action plan has been developed. A language/comms resource has been developed.
	1.7	Continue to support children and young people's Mental Health and wellbeing, along with schools, health and voluntary sector	Ongoing (up to March 2025)	Helen Sweaton, ICB		SEMH Continuum of Need and competency framework approved in December. Soft launch underway. Formal launch planned for SENCO network meeting in June.
	1.8	Continue to focus on improving early years take-up in targeted areas of Rotherham (Central) to have wider holistic benefit on key development measures	July 2023 July 2024	AD Education and Inclusion, RMBC		In Autumn 2023, take up of 2 year old early education is 94.2%. Take up is usually highest in this term as there are more place available. Take-up in the Central area has increased from 73% in Summer to 93.2% in Autumn and in Coleridge from 70% to 77%. The deep analysis of location of children not engaging and reasons for non-attendance is still taking place and outcome is expected later this term. We are working closely with Social Care

						colleagues to identify any CiN/CP children who are eligible for but not taking up 2 year old places and sharing this information so that further support can be provided.
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**Aim 2: All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life**

Board Sponsors: Claire Smith, Deputy Director Rotherham Place, South Yorkshire Integrated Care Board and Toby Lewis, Chief Executive, Rotherham Doncaster and South Humber NHS Foundation Trust

Priority	#	Milestones	Timescale	Lead(s)	BRAG Rating	Progress update
Promote better mental health and wellbeing for all Rotherham people.	2.1	Progress formal sign up to the OHID prevention concordat for better mental health as a Health and Wellbeing Board	September 2023	Ruth Fletcher-Brown, RMBC		2023 11 01 OHID Panel meeting attended on the 20 <sup>th</sup> September By Cllr Riche, Ben Anderson, Kelsey Broomhead and Ruth Fletcher-Brown. Rotherham Health and Wellbeing Board confirmed as a signatory of the Prevention Concordat.
	2.2	Develop and deliver partnership communications activity focussed on mental health, building on successful campaigns and resources <ul style="list-style-type: none"> <li>• Rotherhive</li> <li>• Five Ways to Wellbeing</li> <li>• Great Big Rotherham To Do List</li> </ul>	Delivery to March 2025	Sam Jackson, RMBC Gordon Laidlaw, ICB		Social media messages promoting Rotherhive and Five Ways to Wellbeing are scheduled at least once every four weeks at the moment – this is reviewed quarterly as part of the Council’s overall communications plan. Regular messaging is also going out via neighbourhoods ebulletins aligned to local ward priorities.
	2.3	Refresh and deliver Better Mental Health For All action plan, focused on early intervention and prevention,	December 2022	Ruth Fletcher-Brown, RMBC		Actions are progressing. Some examples include:

		<p>developed in line with national 10-year Mental Health Plan</p>	<p>Delivery to March 2025</p>		<ul style="list-style-type: none"> <li>• Webinars held for Partners during Mental Health Awareness week (NHS Talking Therapies, IESO, Yorkshire Sport, Bike Hub, Qwell and Kooth). The theme was moving more for your mental health.</li> <li>• Focus groups have been held with inclusion groups to explore mental wellbeing and loneliness. The findings will inform campaigns, be shared through the JSNA and incorporated into training and fed into the Mental Health Needs Assessment</li> <li>• Further work on the JSNA Mental Health Chapter.</li> <li>• Making Every Contact Count session for VCS- 25 attendees. Plans to offer further sessions.</li> </ul> <p>Draft action plan based on the Prevention Concordat application to be circulated to the Better Mental Health for All Group. Actions progressing on the JSNA chapters for mental health and loneliness- focus groups taking place with inclusion groups on loneliness, mental health and emotional wellbeing and wider determinants. Asset mapping being finalised and piloted before launch in April. Delay is due to policy change on National 10 Year Mental Health Plan (The update of the local plan was to be aligned to this national plan).</p>
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Take action to prevent suicide and self-harm.	2.4	Promote suicide and self-harm awareness training to practitioners across the partnership and members of the public through internal and external communications	March 2025	Ruth Fletcher-Brown, RMBC	<p>Papyrus delivered all SPOT and SPEAK training sessions by the end of March 2024. Ruth FB and Claire Tester (L&amp;D) meeting with Papyrus to discuss evaluation report. In total, 223 staff/volunteers were trained from across the Partnership between January and March 2024.</p> <p>ZSA training is being promoted across the Partnership with a specific focus on Zero Suicide Alliance Autism training.</p> <p>Public Health colleagues have delivered bespoke suicide prevention training to schools.</p> <p>Suicide prevention training (SPOT and SPEAK) being delivered by Papyrus to all partner organisations. This commenced in January and will finish in March 2024. Bespoke training sessions delivered for some VCS Partners. Zero Suicide Alliance training promoted through staff awareness sessions.</p>
	2.5	Deliver the Be the One campaign with annual targeted messages based on local need with support from all partners' comms and engagement leads.	Annual delivery up to September 2025	Ruth Fletcher-Brown, RMBC Gordon Laidlaw, ICB	<p>Be the One social media messages have been posted during Mental Health Awareness week (W/C 13<sup>th</sup> May).</p> <p>RMBC Comms have developed a comms and engagement plan. Changes are planned for the Be the One website, which will include case studies and promotion of the ZSA training.</p>



					<p>Planning meetings are planned with Speak Up and RANSS (Rotherham Adult Neurodiversity Support Service), Public Health and Comms, to look at targeted messages for people who are neurodiverse.</p> <p>Series of Be the One social media posts have been issued in December and January. Be the One was promoted over the Christmas and New Year period.</p>
2.6	To promote postvention support for adults, children and young people bereaved, affected and exposed to suicide and monitor referrals to services, including staff affected	March 2024	Ruth Fletcher-Brown, RMBC		<p>Amparo started seeing children and young people from 1<sup>st</sup> April.</p> <p>To date there have been 16 referrals into the Amparo Service (Jan 2024-March 2024).</p> <p>Amparo's offer for staff is regularly promoted at partnership meetings.</p> <p>Zoom briefing sessions re Amparo are promoted across the Partnership.</p> <p>Chilypep are working on an accessible version of the cyp toolkit, Walk with us.</p> <p>Survivors of Bereavement by Suicide (SOBS) groups are promoted across the partnership.</p>

						<p>Between October and December there were 10 referrals from Rotherham to the postvention service Amparo.</p> <p>Contract meetings with Amparo re the extended service to children and young people, which commences in April 2024. Zoom training sessions re Amparo have been promoted to all Partner organisations.</p> <p>In December, Rotherham hosted the third Memorial event for SY families and friends who have been bereaved by suicide. Families and friends attended appreciated the safe space to remember their loved ones.</p>
Promote positive workplace wellbeing for staff across the partnership.	2.7	Promote the Be Well @ Work award to Health and Wellbeing Board partners and support sign up	Ongoing	Colin Ellis, RMBC		<p>We are still wanting partners to come forward and sign up to the award scheme. TRFT have agreed to renew their award and we will be working together on this. Still not a very good response from partners who are not signed up to the award.</p> <p>Partners of the health and wellbeing board have still not come forward to be part of the bewell@work award scheme.</p>
	2.8	Ensure partners are engaged in Employment is for everyone programme, promoting employment opportunities to those with SEND, and improving wellbeing at work	March 2024	Colin Ellis, RMBC		<p>Rotherham has launched employment for everyone. employment is for everyone is a project that four organisations have created in Rotherham (Speakup, Dexx, Art Works, EDLounge) supported by RMBC, Community Catalysts and the South Yorkshire Integrated Care System Rotherham as part of a joint SY bid to the DWP has been successful and this will</p>

					<p>bring additional resource to the employment is for everyone initiative. This is going from strength to strength and is linked in with various partners across the region. We are linked into all four regional SEND forums and are working with a number of regional employers to promote the benefits of employing people with SEND.</p> <p>We have worked with a range of employers from different sectors and areas – many looking to offer employment or internship opportunities for the first time.</p> <p>We have worked with local businesses across South Yorkshire to co-design ‘employability days’ and then coordinated and shared their opportunities to people and support organisations:</p> <p>Over 1000 people have attended our events, training, taster and experience days, 32 job offers/vacancies – across multiple businesses. 12 people into employment, 6 supported internships. We have supported and continue to support businesses to be more inclusive through training and development and changing policies and processes. We have co designed and developed resources for employers.</p>
Enhance access to	2.9	Ensure partners are engaged in the development and mobilisation of the integrated primary/secondary care	March 2024	Kate Tufnell, ICB-Rotherham	There are 41 milestones identified for Community Mental health Transformation

<p>mental health services.</p>		<p>mental health transformation. This will include:</p> <ul style="list-style-type: none"> <li>• Implementation of MH ARRS roles</li> <li>• Long term plan eating disorders, IPS and EIP targets by March 2024</li> <li>• Implementation of Community Mental Health Integrated primary / secondary care transformation programme by March 2024</li> </ul>		<p>Julie Thornton, RDaSH</p>		<p>as we move in to Q4 2023/24 – final period for CMHT.</p> <ul style="list-style-type: none"> <li>• 21 are on track for delivery/completion.</li> <li>• 20 are off track with mitigating actions.</li> </ul> <p>As part of CMH Transformation, the planned closure of Assessment &amp; Formulation occurred in May 2024 with the full implementation of the new Primary Care Integrated Mental Health Hub.</p> <p>A new post is being introduced during summer 2024 (interviews 5.6.2024) to work collaboratively between primary care and mental health services to support the embedding of the new models of care</p>
	<p>2.10</p>	<p>To work in partnership to enhance the Mental Health Crisis Pathway (early intervention, prevention, social care &amp; crisis). This will require:</p> <ul style="list-style-type: none"> <li>• Partnership working to ensure an early intervention and crisis prevention model is developed</li> <li>• Mobilisation of the Touchstone Safe Space (alternative to crisis) provision</li> <li>• Mobilisation of social care pathways</li> </ul>	<p>March 2024</p>	<p>Andrew Wells, RMBC Julie Thornton, RDaSH Kate Tufnell, ICB – Rotherham Ruth Fletcher-Brown, Public Health</p>		<p>Re the pilot service. This pilot will be going back out for procurement in June.</p> <p>Mobilisation of a pilot service in Rotherham which will support people who have attempted suicide due to a life event, where their physical and mental health needs have been met.</p> <p>The service is called Our Rotherham. Mobilisation meetings are still progressing. There has been a delay with recruitment. A score card for monitoring the impact of the service has been agreed by partners on the Strategic Suicide Prevention Group.</p>

						<p>Crisis transformation and 111- went live with 111 (press 2 for MH) in December 2023. Smooth process so far- We are moving to phase 2 of the crisis transformation- and have a 12 month plan of areas of focus - initial meeting 6th February 2024.</p> <p>Report to highlight RDASH risks in anticipation of the RMBC changes in April 2024 to the Crisis Pathway to be presented to Rotherham Place Leadership Team in February 2024.</p>
	2.11	<p>New proposed action: Enable partnership work and identify barriers to support people with co-occurring conditions/dual diagnosis, focusing on key themes</p> <ul style="list-style-type: none"> <li>• developing pathways</li> <li>• improving services</li> <li>• joint up working</li> <li>• training and development</li> </ul>	Ongoing	Jess Brooks, RMBC		

### Aim 3: All Rotherham people live well for longer

Board sponsors: Jo Brown, Asst. Chief Executive, Rotherham Metropolitan Borough Council and Michael Wright, Deputy Chief Executive, The Rotherham NHS Foundation Trust

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
		Increase the flexible support options available for unpaid carers to sustain them in their caring role.				
	3.1	Through co production: Complete the needs assessment to identify gaps in support and provision.	June 2024	AD Strategic Commissioning, RMBC		<p>Analysis of outcomes of co-production work undertaken in 2023 to understand current provision and gaps completed. This identified a need for a flexible break option for carers.</p> <p>It also identified a gap in tailored information and support for young adult carers in particular.</p> <p>The outcomes from the unpaid carer's health and wellbeing small grants programme are currently being collated and will further contribute to the needs and gap analysis.</p>
		Design future offer.	June 2024.			<p>Development of the unpaid carers' offer is underway, which will inform the options appraisal and any future commissioning requirements.</p> <p>Research/benchmarking other LA unpaid carers offer taking place.</p> <p>ADASS Carers Leads Network and national carers bodies utilised to identify good practice.</p>
		Undertake an options appraisal	September 2024			No update
		Build capacity of the agreed services/support options.	March 2025			No update
		Further develop and streamline the advice and information available for unpaid carers in line with the Care Act 2014, Care and support statutory guidance (Updated 5 October 2023) and for NHS Standard for creating health content.				

	3.2	Develop a dedicated Unpaid Carers APP and digital platform for carers information and advice.	March 2025	AD Strategic Commissioning, RMBC		<p>Co-production work undertaken with Carers Leads from the South Yorkshire Region to complete an expression of interest for funding (as a consortium) from the DHSC's Accelerated Reform Fund (ARF) to develop an app for unpaid carers.</p> <p>Funding of circa £500,000 received, which will fund development of the APP and a resource for each local authority to aid further co-production and progress the project.</p> <p>Rotherham MBC to lead the commissioning of a developer on behalf of the consortium.</p> <p>An outline project plan is in place which will be fully developed over the next few weeks by the consortium members.</p>
		Monitor and evaluate the impact of the platform.	March 2025			No update

Support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs	Develop the healthy lifestyles prevention offer/pathway					
	3.5	Deliver the communications and engagement prevention campaign 'Say Yes' and evaluate the impact and reach.	April 2024	Becky Woolley		<p>The Say Yes communications and engagement plan for 2024 was approved by Place leadership in December and will include a focus on six key themes: alcohol; cancer; diabetes; loneliness; breastfeeding; and self-care during Winter. Work is taking place to deliver this campaign in partnership, including with Rotherham United Community Trust.</p> <p>Work to date has predominately focussed on promoting the resource DrinkCoach and pages on RotherHive focussed on smoking, eating well, and moving more. The promotion of DrinkCoach has included partnership work with Rotherham United to promote the app at match days</p>

and alcohol.						<p>and collaborations with GP practices to promote the app via direct text messages. The work to promote RotherHive has led to over 45,000 page visits, with engagement rising during key engagement weeks/months, such as Stoptober and Mental Health Awareness Week.</p> <p>Building from focus groups with both professionals and communities, work has also started to develop a loneliness campaign in support of delivery of the local Loneliness Action Plan.</p> <p>Further stakeholder engagement needs to happen to ensure that this campaign is widely adopted across the partnership.</p>
	3.6	Review the current service specification for social prescribing and recommission the service	March 2024	SY ICB Deputy Place Director		<p>Service specification has been reviewed with partners; appropriate engagement taken place. Service has been procured and is in standstill period on track to commence 1st April 2024.</p> <p>Provider is now mobilising after Standstill. VAR were successful bidder and will work with Place partners to ensure service delivered is integrated across H&amp;SC provision</p> <p>This action is complete. The Service specification has been developed and embedded as part of the new Rotherham Social Prescribing Contract for 2024-2027 (+2 years).</p>
	3.7	Review Rotherham Place offer for social prescribing and implement an integrated pathway (with consideration of a Lead Provider Social Prescribing Partnership Model):	September 2024	SY ICB Deputy Place Director		<p>Integrated Social prescribing service has been procured (integrated various services including social prescribing in UECC and Mental Health with the Long-Term Conditions service). Contact made with Sheffield Hallam University to appropriately review pathways across Place to support development model. Meeting in Jan 24 to proceed</p>



		<ul style="list-style-type: none"> <li>Review services and roles across health and social care that contribute to prevention through social prescribing i.e. ARRS roles, Community Connectors and Social Prescribing service</li> </ul>			<p>Review of ARR's roles has also taken place across South Yorkshire with report shared</p> <p>Meeting with Hallam University took place. Continue to review ARR's roles for 24/25 contracting.</p> <p>Funding for the Sheffield Hallam University (SHU) evaluation has been identified and agreed. The evaluation contract agreement is being devised and a meeting is in place to agree the start date for this work. In tandem regular meetings are now in place to support the development of a new service model (supported by the findings/learning from the SHU evaluation). A project plan is also in development (using Aspyre) to detail the required milestones and actions in developing and achieving a partnership model for the future.</p> <p>The initial focus of the project plan is to develop a Framework Grant Process for local voluntary and community sector providers in Rotherham to bid/apply to deliver Social Prescribing Services in Rotherham. This is with a view to stimulating the market and creating new/improved/enhanced service opportunities (in a fair and transparent way) and to provide the necessary social prescribing support to enhance/improve patient outcomes.</p> <p>Preparations are underway to ensure that the new grant process can go live in September 2024 and successful providers can be awarded agreements commencing from 1<sup>st</sup> April 2025.</p>
Strengthen understanding of health behaviours and health inequalities					
3.8	Engage local people in target areas to inform a proposal around self-management and holistic support for people living with	Engagement by November 2023	Becky Woolley (Prevention & Health Inequalities Group)		This project is focussed on starting from the bottom-up to identify priority areas of action for people living with LTCs and poor mental health and wellbeing.

	physical health conditions and poor mental wellbeing.	Proposal tbc	Andrew Turvey (Population Health Management group)		<p>The first phase has been the design and rollout of a survey through Maltby/Wickersley and Rother Valley South PCNs. There was a delay due to technical challenges, but this has now been resolved and work is back on track. Over 1,200 people living with long term conditions in Maltby and Dinnington responded to the survey.</p> <p>The next phase of this project will involve a qualitative follow-up to develop further insight and action.</p> <p>The first phase has been the design and rollout of a survey through Maltby/Wickersley and Rother Valley South PCNs, targeted at all people on the LTC register with certain long-term conditions. Over 50% of people responded to the survey (over 1,221 respondents) which has provided rich data insights.</p> <p>The first phase of the Maltby and Dinnington engagement work has so far fed findings into several projects including a chronic pain workshop, transformation workstreams, prioritisation and planning within PCNs and the mental health needs assessment. Qualitative analysis is nearing completion, and the first planned face to face engagement with local population to feedback and further develop these findings is planned for early June.</p>
3.9	<p>Explore options to coordinate community engagement activities around health at Place and develop approach to share findings</p> <ul style="list-style-type: none"> <li>• Proposal to Health and Wellbeing Board</li> </ul>	March 2024	Hannah Hall, TRFT		<p>Use of software and collaboration with partners being explored to support coordination of engagement and sharing of findings.</p> <p>ICB strategy in development, Rotherham leads involved in conversations regarding insights bank. Options being explored regarding dissemination of findings and follow-up action</p>

					<p>ICB engagement leads anticipate Partners across South Yorkshire Integrated Care System including VCSE, NHS South Yorkshire, Local Authorities, Providers and Healthwatch are coming together to build a digital library of all the amazing patient, public and community insights gathered.</p> <p>ICB engagement leads are currently in the designing and testing phase of a shared Insights Bank and are gathering reports for this stage of the process. There are already collected over 30 reports (with each report having several insights) on insights and are working with partners to gather more.</p> <p>The Insights Bank will be up and running by Autumn 2024, to both upload and share documents to the library as well as search for and download materials that others have shared.</p> <p>Over time, the Insights Bank can be used to identify trends and patterns.</p>
Ensure effective partnership working on key strategic projects					
3.10	<p>Ensure partners are engaged in implementation of Drug and Alcohol Related Death (DARD) review process including</p> <ul style="list-style-type: none"> <li>• Establishment of quarterly DARD panel meetings</li> <li>• Analysis and review to inform</li> </ul>	Dec 2023	Jessica Brooks, RMBC		<p>SY wide stakeholder event held on 28.09.23 to launch the DARD (and LDIS) processes. Quarterly meeting established. First DARD panel date set for 29/02/24.</p> <p>First DARD panel date held 29/02/24 with attendance including police, housing partners, RDaSH, public health, and We are With You. Dates set for the quarterly meetings for the remainder of 2024 have been set to review coroner confirmed drug or alcohol related deaths. Terms of reference, processes of logging and reporting findings are being established.</p>

		upstream activity, prevention and understanding of issues to improve service delivery.	Annual review by Dec 2024			
3.11	Deliver NHSE funded pilot to support frequent attenders to ED with complex Alcohol and Mental Health needs through an outreach team providing holistic support offer.	March 2024	Amanda Marklew, TRFT		Funding confirmed to continue until end of September 2024. Hull university in situ undertaking research with service.	

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

Board sponsors: Laura Kosciwicz, Chief Superintendent, South Yorkshire Police and Paul Woodcock, Strategic Director of Regeneration and Environment, Rotherham Metropolitan Borough Council

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
Deliver a loneliness plan for Rotherham	4.1	Promote existing resources on loneliness and befriending (including VAR film: Be a good neighbour and Five Ways to Wellbeing)	March 2024	Sam Jackson, RMBC, Gordon Laidlaw ICB Kerry McGrath, VAR		Messaging on social media around loneliness and befriending are scheduled at least once a month.  Be The One posts went out in January to encourage people to talk and reach out to people.
	4.2	Update and deliver loneliness action plan	Update November 2022	Ruth Fletcher-Brown, RMBC		Work is taking place on the JSNA chapter on loneliness, which will hopefully include

			Delivery to March 2025			<p>qualitative information from some of Rotherham's inclusion groups (veterans, carers, neurodiverse adults and parents and carers of children with SEND).</p> <p>Focus group discussions with some of Rotherham's inclusion groups have commenced. These discussion groups will run until April.</p> <p>MECC Loneliness training session held in Riverside. Further courses planned across Rotherham in libraries. The aim where possible is to align the training with Wards that have identified loneliness in their plans.</p>
4.3	Promote volunteering opportunities		March 2024	Kerry McGrath, VAR		We currently have 73 volunteer opportunities advertised on our website.
4.4.	<p>Ensure the board are involved in informing local priority setting and are able to take local issues relating to health and wellbeing into account in strategic planning through:</p> <ul style="list-style-type: none"> <li>• Board members contributing intelligence and insight into annual refresh of Ward priorities</li> <li>• Board receiving annual report on delivery against ward priorities and impact on loneliness, and health and wellbeing</li> </ul>		<p>May-Sept 2024</p> <p>March 2024</p> <p>tbc</p>	Martin Hughes, RMBC		<p>Ward priority setting will take place after the May' 24 elections, with publication scheduled for November 2024. Council services and partners will be invited to contribute local intelligence in advance of May '24 to help inform priority setting.</p> <p>Ward priorities presentation to be delivered to Board on 6<sup>th</sup> March 2024</p>

Promote health and wellbeing through arts and cultural initiatives.	4.5	Annual delivery of Rotherham Show, creating opportunities for communities to come together and be outdoors	September 2022 September 2023 September 2024 September 2025	Leanne Buchan, RMBC		Rotherham Show has been successfully delivered for 2023. Rotherham's largest cultural festival returned to Clifton park on 2-3 September.
	4.6	Co-design Children's capital of culture with children and young people, with focus on improving their mental health and wellbeing	March 2025	Leanne Buchan, RMBC		Children's Capital of Culture launched in February 2022. Children's Capital of Culture occupied its own area at Rotherham Show 2023, reserved exclusively for families and young adventurers.
	4.7	Deliver a series of activities in libraries for people of all ages to connect, be active and learn new skills, and widen the accessibility of library services, through: <ul style="list-style-type: none"> <li>• Pop-up libraries</li> <li>• Reading gardens</li> <li>• Makerspaces</li> <li>• Authors' visits and performances</li> <li>• Fun palaces</li> </ul>	March 2025	Zoe Oxley, RMBC		The Fun Palace Ambassador, along with partners from Mind and Crossroads care, has put together an exhibition around the theme of Mental Health through February in the gallery space at Riverside. All pieces are by local Rotherham people experiencing mental health issues or those caring for them. The exhibition showcases the fantastic talent local Rotherham people possess and reduces stigma around Mental Health. A celebration event was held for contributors in the gallery and approximately 40 people turned up.

						<p>The Ambassador also recently attended the latest Fun Palaces Action Research event at Arts Depot in London. The focus was diversity in all its forms and training was on barriers to access.</p> <p>Makerspace evaluations have taken place with Brightbox and discussions for plans for a Makerspace in the new central library.</p>
4.8	<p>Utilise libraries as death positive spaces, where the public can have conversations around loss, grief, end of life planning and legacy.</p> <p>Explore legacy opportunities for programme, building on positive public response</p>	<p>March 2023</p> <p>March 2024</p>	Zoe Oxley, RMBC			<p>Death cafés in libraries are being relaunched in March after further research by staff at the central library sites. Feedback was that the name needed changing and social media response from the public reflected this too. Bereavement services and Mind would be willing to support sessions in the future.</p>
4.9	<p>Utilise and promote libraries as spaces for people to share experiences and response to specific health issues, including menopause and dementia, and improve community resilience</p>	<p>March 2025</p>	Zoe Oxley, RMBC			<p>The Café continues to run monthly at Maltby, from 5.45pm – 6.45pm. New dates for 2024 have been shared with partners and advertised via social media.</p> <p>Adverts have been shared on Voluntary Action Rotherham's web page for volunteers to run Menopause Cafes at other</p>

						Rotherham libraries. One person has expressed an interest in volunteering at Riverside House.
Ensure Rotherham people are kept safe from harm.	4.10	Embed referral pathways with key partners in Rotherham through the Home Safety Partnership Referral Scheme and Safe and Well checks.	Ongoing	Toni Tranter, South Yorkshire Fire and Rescue		SYFR continue to engage with key partners working with vulnerable members of our communities. Home Safety Visits continue to take place with signposting to other services when needed.
	4.11	Work with other partnership boards on crosscutting issues relating to safety and safeguarding.	Ongoing for the duration of the plan	Board chairs, RTP		Safeguarding Board Chairs meetings are now established to maintain the relationship between the safeguarding boards and work on crosscutting issues. Next meeting planned for early March to focus on outcomes frameworks and performance monitoring.
Develop a borough that supports a healthy lifestyle.	4.12	Progress strategic approach to physical activity in Rotherham, through four key areas: <ul style="list-style-type: none"> <li>• Active workforce</li> <li>• Social movements</li> <li>• Front line workers signposting</li> <li>• Local social prescribing structures</li> </ul>	Nov 2022 (Action plan developed) March 2025 (Delivery)	Gilly Brenner, RMBC, with Nick Wilson, Yorkshire Sport Foundation		Annual update to be presented to Health and Wellbeing Board in March 24. Action plan will now be reviewed and updated in response to Sport England Place Expansion investment opportunity.
	4.13	Hold a workshop for the board on Spatial Planning, Climate and Health	March 2024	Gilly Brenner and Sally Jenks, RMBC		Workshop agenda draft proposed and scheduled for 27th March, the invites have gone out.



	4.14	<p>Conduct research and engagement with priority groups on the development of inclusive and accessible outdoor sports facilities, through the PlayZone initiative</p> <p>Further, more in depth consultation to take place through to the spring following submission of Narrowing the Focus document to The Football Foundation.</p> <p>Submission of final priority places documentation to The Football Foundation.</p>	<p>Sept 2023</p> <p>January-April 2024</p> <p>July 2024</p>	Chris Siddall, RMBC		<p>Initial consultation has taken place with YP at Brinsworth, Dalton, Maltby, Wath and Kimberworth Park during October half term holidays. "Narrowing the focus" phase still ongoing. Further consultation period of 8-10 weeks to follow. Slight delay has been due to capacity within the team, but this has now been rectified.</p>
	4.15	<p>Enable all partner staff to support neighbourhoods and communities to thrive, through exploring options on a partnership offer on training on strength-based approaches</p>	March 2024	Martin Hughes, Neighbourhoods, and Lily Hall, OD		<p>The General Awareness training (Level 1) e-learning package has been launched to all IT enabled council staff. Work is ongoing this quarter (Jan-March '24) to commission an outside organisation to deliver the Enhanced Awareness (Level 2), Practitioner (Level 3) and Place Partners (Level4) training.</p>

### Cross-cutting priorities

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
Work in partnership to maximise the positive impact of	5.1	Undertake a baselining assessment regarding social value and map trend annually through the Rotherham Anchor Network.	March 2023 (baselining assessment)	Karen Middlebrook, RMBC		The Council has been working with partners and local spending profile data has now been provided by the

anchor institutions across all 4 priorities			March annual target (trend mapping)			Council and NHS Rotherham Foundation Trust for financial years 2020/21 and 2021/22. This has enabled some baselining and trend analysis activity to take place between the two organisations. Work will continue to encourage other partners to participate.
	5.2	Agree our partnership approach to act as anchor institutions to reduce health inequalities in Rotherham	March 2023	Place Board (Becky Woolley, RMBC)		A proposed approach to take this agenda forward has been developed with various partnership subgroups. An action plan has been developed and was formally supported at Place Board. This has also fed into the Rotherham Together Partnership plan, which is the lead partnership overseeing this activity.
Support safe and equitable recovery from the Covid pandemic	5.3	Building on the VAR annual survey, explore options to assess the current position of the voluntary and community sector in partnership with stakeholders and report relevant learning to the board.	March 2023	Shafiq Hussain, VAR		The Centre for Regional Economic and Social Research (Sheffield Hallam University) has conducted State of the Sector research for South Yorkshire, including a place approach. Rotherham State of The Sector Report (2023) details to be shared with Health and Wellbeing Board in January 2024.

	5.4	Conduct strategic impact assessment of Covid-19 on residents and Council services	May 2023	Lorna Quinn		The assessment is complete with the report being circulated through appropriate channels and to be presented at the Health and Wellbeing Board in June. Findings are included in the 2023 DPH report.
	5.5	Consider further service developments to ensure differentials in access for certain patient cohorts are removed, for example by segmenting our waiting list based on wider patient needs.	March 2023 Continuing to November 2023	Michael Wright, TRFT		The TRFT health inequalities group has established a workplan to focus on six key themes in addressing equity in healthcare at the Trust. These are: Understanding patient and population need, Providing patient centred care, Ensuring equity of access, Building prevention into pathways, supporting our staff, Improving the lives of our communities.
	5.6	Ensure local services are informed, and able to co-produce responses to Cost of Living pressures through: <ul style="list-style-type: none"> <li>• Regular meetings of Humanitarian and Communities Group</li> <li>• Responding to issues identified by agreeing key actions and reporting annually to the board</li> <li>• Escalating risks and challenges to the board</li> </ul>	Ongoing Sept 2024 tbc  Ongoing	Martin Hughes		The Humanitarian and Communities Group are currently pulling a Delivery Plan for the 2024/25 months. Aim for this to be approved by March 2024.

Develop the Pharmaceutical Needs Assessment.	5.7	Host stakeholder consultation to support needs assessment	January 2025	Lorna Quinn, RMBC		Annual steering group meetings will be held; next one will be 2023.
	5.8	Publish updated Rotherham Pharmaceutical Needs Assessment	September 2025	Lorna Quinn, RMBC		Not yet started but will commence in 2025.  The PNA annual steering group is taking place in October 2023.
Work in partnership to further develop the Rotherham Data Hub and assess population health.	5.9	Work with partnership steering group on annual refresh and development of the JSNA.	April 2023 April 2024 April 2025	Lorna Quinn, RMBC		The JSNA refresh is complete and has been published for 2023. Updates will be provided through the mailing list and the steering group.
	5.10	Launch annual training and promotion of the JSNA across the partnership	October 2022 October 2023 October 2024	Lorna Quinn, RMBC		Training has been conducted for 2023 including with RMBC colleagues and Voluntary Community Sector colleagues. Further training is set to be scheduled for 2024.
	5.11	Monitor population health through Outcomes Framework and report any emerging issues to the board	Ongoing	Becky Woolley, RMBC		The assurance framework has been developed as part of a wider interactive health inequalities tool. Regular reporting arrangements are in place. Further development of the health inequalities tool is ongoing. Work has started to develop the ethnic minority community profile as one of the key plus inclusion groups identified within the strategy and to develop profiles for all

						of the clinical areas outlined within the national Core20Plus5 framework. These areas should be developed by Q4.
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