

Update on Aim 3: All Rotherham people live well for longer

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Aim 3: All Rotherham people live well for longer

- Aim 3 has 2 priority areas:
 - ✓ 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.

Priority 1: Ensure support is in place for carers

- **Increase the flexible support options available for unpaid carers to sustain them in their caring role.**
 - Needs assessment completed via co-production exercise in 2023. This identified a need for a flexible break option for carers.
 - It also identified a gap in tailored information and support for young adult carers in particular.
 - The outcomes from the unpaid carers' health and wellbeing small grants programme are currently being collated and will further contribute to the needs and gap analysis.
 - Development of the unpaid carers' offer is underway, which will inform the options' appraisal and any future commissioning requirements.
 - Research/benchmarking other LA unpaid carers offer taking place.
 - ADASS Carers Leads Network and national carers bodies were utilised to identify good practice

Priority 1: Ensure support is in place for carers

- **Develop and streamline the advice and information available for unpaid carers in line with the Care Act 2014, Care and support statutory guidance and for NHS Standard for creating health content**
 - Co-production work has been 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.
 - 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.
 - Rotherham MBC to lead the commissioning of a developer on behalf of the consortium.
 - An outline project plan is in place which will be fully developed over the next few weeks by the consortium members.


Priority 2: Support local people to lead healthy lifestyles

- **Develop the healthy lifestyles prevention offer/pathway**
 - Communications and engagement prevention campaign 'Say Yes' and its 6 themes of alcohol, cancer, diabetes, loneliness, breastfeeding and self-care during Winter - work to date has predominantly 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 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.
 - 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.

Priority 2: Support local people to lead healthy lifestyles

- Action to review the current service specification for social prescribing and recommissioning of the service has been completed. The Service specification has been developed and embedded as part of the new Rotherham Social Prescribing Contract for 2024-2027. VAR were the successful bidder.
- Integrated Social prescribing service has been procured. Sheffield Hallam University contacted to review pathways across Place to support development model and funding now in place for this. Activity will take place over the summer to develop a project plan, which has a primary focus on developing a Framework Grant Process for the local voluntary and community sector to apply to deliver services in Rotherham. Agreements to be in place by 1st April 2025.


Priority 2: Support local people to lead healthy lifestyles

- **Strengthen understanding of health behaviours and health inequalities**
 - **Engage local people in target areas to inform a proposal around self-management and holistic support for people living with physical health conditions and poor mental wellbeing.**
- Focused on identifying priority areas of action for people living with Long Terms Conditions and poor mental health and wellbeing. Survey undertaken in Maltby/ Wickersley and Rother Valley South Primary Care Networks. Over 50% of people responded to the survey (over 1,221 respondents) which has provided rich data insights.
- The 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.
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Priority 2: Support local people to lead healthy lifestyles

- **Explore options to coordinate community engagement activities around health at Place and develop approach to share findings**
- ICB engagement leads and 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 patient, public and community insights gathered.
- 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. Over 30 reports (with each report having several insights) already collected on insights and are working with partners to gather more.
- 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.
- Over time, the Insights Bank can be used to identify trends and patterns.

Priority 2: Support local people to lead healthy lifestyles

- **Ensure effective partnership working on key strategic projects**
 - **Ensure partners are engaged in implementation of Drug and Alcohol Related Death (DARD)**
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- 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 to review coroner confirmed drug or alcohol related deaths.
 - Terms of reference, processes of logging and reporting findings are being established
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Issues to Address/Next Steps

- No milestones under Aim 3 were rated as 'off-track'
- Further stakeholder engagement required to ensure that the 'Say Yes' campaign is widely adopted across the partnership
- Progression of the new grant process for social prescribing and integrated pathways work to ensure successful providers can be awarded agreements commencing from 1st April 2025.
- Progression of the face-to-face engagement work to feed back and develop on the initial findings for people living with Long Term Conditions (LTCs) and poor mental health and wellbeing.