

Rotherham Health and Wellbeing Strategy 2025-30 Priorities

Oscar Holden, Business Support Partner for
the Health and Wellbeing Board

Priority One

“We will reduce the prevalence of smoking in Rotherham to 5% by 2030”

Metrics:

- Smoking rate (from existing Public Health metrics)
- Under 19s vaping rate (from the School Survey).

Priority Two

“We will increase the wellbeing of the people of Rotherham to above national average by 2030”

Metrics:

- Happiness measure for adults (from the Joint Strategic Needs Assessment)
- Lifestyle survey question on mental health for young people (from existing Public Health metrics).

Priority Three

“We will increase the proportion of people who feel they have the support and resources they need to manage their own health”

Metrics:

- Patient Activation Measure scale (from existing RDaSH data)
- Access questions about services outside of primary and secondary care such as social prescribing; Citizens Advice Bureau; Gym Classes (to be confirmed prior to the Board meeting).

Priority Four

“We will promote environments which support and enhance wellbeing”

Metrics:

- Community safety measure (from existing Safer Rotherham Partnership metrics)
- One other metric that will include one of the following: access to healthy food, adults taking recommended exercise, air quality, public transport (to be confirmed prior to the Board meeting).

Action Plan

Meeting	Priority focus at Board meeting	Report/Strategy focus at Board meeting	Other significant item
June 2026	Priority 1	Integrated Care Board Forward Plan	Integrated Care Strategy
September 2026	Priority 2	Joint Health and Wellbeing Strategy	Other Special Interest Groups System Plans
November 2026	Priority 3	Joint Strategic Needs Assessment	Better Care Fund
January 2026	Priority 4	Public Needs Assessment	Review of system pressure for winter
March 2026	Review of year	Director of Public Health Report	Forward Plan