

<b>BRIEFING</b>	<b>TO:</b>	Health and Wellbeing Board
	<b>DATE:</b>	28 <sup>th</sup> January 2026
	<b>LEAD OFFICER</b>	Ruth Fletcher-Brown Public Health Specialist, Adult Care, Housing and Public Health 01709 255867
	<b>TITLE:</b>	Better Mental Health for All- Report to Health and Wellbeing Board
<b>Background</b>		
<b>1.1</b>	Rotherham Health and Wellbeing Board adopted the public mental health strategy, Better Mental Health for All, in 2017.	
<b>1.2</b>	The Better Mental Health for All Strategy and Action Plan for Rotherham 2017-2025, outlined actions that partners of the Health and Wellbeing Board (HWB) were committed to take to improve the mental health for all people living and working in Rotherham. Delivery of this was overseen by the Better Mental Health for All Group which represented all partners of the HWB.	
<b>1.3</b>	The strategy and action plan were about linking into community assets (strengths) and connecting people within their local community. The strategy recognised the skills, knowledge and expertise of individuals and the physical, cultural and economic assets that communities and organisations already have to build on to improve mental health and wellbeing.	
<b>1.4</b>	As further commitment to early intervention and prevention, Rotherham Health and Wellbeing Board, submitted a detailed application form in 2023, to become a signatory of the Prevention Concordat for Mental Health. This Concordat was launched by Public Health England in 2017 (now Office of Health Improvement and Disparities, OHID) and refreshed in December 2020.	
<b>1.5</b>	The Prevention Concordat for Better Mental Health focuses on upstream interventions and the wider determinants of health. It is a whole population approach and includes those at greater risk. It supports joint cross-sectoral action locally, including those with living experience and the wider community. It encourages collaborative working to address local needs and identify local assets and it is about building the capacity of the local workforce to prevent mental ill health.	
<b>1.6</b>	<p>The Benefits to the Rotherham Health and Wellbeing Board of being a signatory to the Prevention Concordat for Mental Health are:</p> <ul style="list-style-type: none"> <li>➤ demonstrating a focus on prevention</li> <li>➤ committing to an annual prevention and promotion action plan</li> <li>➤ being part of a growing community of practice with other Boards and organisations.</li> <li>➤ linking local stakeholders on the prevention agenda</li> <li>➤ linking to national professional academic and voluntary sector expertise in mental health.</li> </ul>	

<b>1.7</b>	Rotherham Health and Wellbeing Board was approved to become a signatory by an OHID panel in September 2023, with the HWB committing to having an annual prevention and promotion action plan.
<b>1.8</b>	With the end of the Better Mental Health for All Strategy and two years on from the Prevention Concordat application, it was pertinent to review, with all partners of the HWB, Rotherham's approach to early intervention and prevention in relation to mental health.
<b>Key Issues</b>	
<b>2.1</b>	<p>Mental health in Rotherham continues to be a priority area for action.</p> <ul style="list-style-type: none"> <li>➤ Rotherham depression rates for adults aged 18 plus who are registered with a GP for depression is 17.3% (2022/2023). This is above the national average and higher than similar local authorities, Barnsley and Doncaster.</li> <li>➤ In 2022-2023 24.3% of Rotherham adults aged 16 plus self-reported high anxiety scores.</li> <li>➤ In the 2024 School Survey, 40% of secondary school children reported their mental health as 'fair' or 'poor'.</li> </ul>
<b>2.2</b>	<p>In 2023-2024 a mental health needs assessment was conducted in Rotherham. The first recommendation from this report is:</p> <ul style="list-style-type: none"> <li>➤ Promotion of awareness: to continue work to promote public and patient awareness of mental health issues and emotions, such as reinforcing that it is normal to feel low sometimes, anti-depressants are not a quick fix for all issues, and when and how people can access support, as well as emphasising the importance of community and social connections in protecting and improving mental health and wellbeing.</li> </ul>
<b>2.3</b>	The Mental Health Needs Assessment also identified some inclusion groups where either mental illness rates were higher and/or where the uptake to mental health services could be improved.
<b>2.4</b>	The Rotherham Better Mental Health Strategy, and the Prevention Concordat application detailed the Health and Wellbeing Boards' commitment to early intervention and prevention in relation to mental health.
<b>2.5</b>	With the information from the Mental Health Needs Assessment, the end of the current Better Mental Health for All Strategy (2017-2025), and two years on from the HWB's Prevention Concordat application, it was time to review with all partners of the HWB, Rotherham's approach to early intervention and prevention.
<b>2.6</b>	A Stakeholder event was held in the summer of 2025. The aim of this half-day event was to bring together stakeholders across Rotherham to identify priorities and principles for a new public mental health vision for the borough. It was independently facilitated by the Centre for Mental Health, Chief Executive Officer, Andy Bell.
<b>2.7</b>	Prior to the workshop we asked community groups across Rotherham, what mental health meant to them and what would support their mental health.
<b>2.8</b>	<p>The workshop:</p> <ul style="list-style-type: none"> <li>➤ Heard from the lived experience of local communities in Rotherham</li> <li>➤ Worked collaboratively on a vision of a mentally healthier place to live</li> <li>➤ Looked at mental health in Rotherham today</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Heard insights and ideas from national research and good practice from across the country on what works to promote good mental health.</li> <li>➤ Identified priorities for promoting and protecting mental health in Rotherham.</li> </ul>
<b>2.9</b>	Following the workshop, the Public Mental Health Lead pulled this information into the attached infographic, taking advice from Andy Bell, CEO Centre for Mental Health. This looks at a vision and delivery mechanisms for improving mental wellbeing across the Rotherham population.
<b>2.10</b>	This has been shared with Partners of the Better Mental Health for All Group.
<b>2.11</b>	The infographic looks at the building blocks of good mental health many of which outside of health services, good housing, good employment, feeling safe, connections with others, access to green spaces and tackling stigma and discrimination, highlighting the need for partnership working on this.
<b>2.12</b>	The infographic looks at where actions can be taken in priority places, where to support good mental health amongst inclusion groups, where to advocate and where to embed early intervention and prevention.
<b>2.13</b>	The infographic highlights where this work aligns to other council and HWB Partner plans and strategies.
<b>2.14</b>	The Better Mental Health for All Group will now work to identify key actions for delivery over a 2-year period.
<b>2.15</b>	The Public Mental Health Lead will work with Partners to develop opportunities for early intervention and prevention, where this can be embedded into existing plans and how this can be measured.
<b>Key Actions and Relevant Timelines</b>	
<b>3.1</b>	A stakeholder event was held in the summer to look at the vision and delivery mechanisms for mental wellbeing across the Rotherham population. The resulting infographic has been shared with the Better Mental Health for All Group (July 2025)
<b>3.2</b>	The infographic is proposing the way forwards for early intervention and prevention work. This will be presented to the Health and Wellbeing Board for sign off in Spring 2026.
<b>3.3</b>	The Better Mental Health for All Group will work to identify key actions for delivery over a 2-year period (Spring 2026).
<b>3.4</b>	The infographic and identified key actions will demonstrate the HWB's ongoing commitment to early intervention and prevention and will support the ongoing commitment to OHID's Prevention Concordat for Mental Health (Spring 2026 onwards).
<b>3.5</b>	The Better Mental Health for All Group will agree on outcome measures (Spring meeting 2026).
<b>3.6</b>	Annual updates will be reported to the HWB.

## Implications for Health Inequalities

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| <b>4.1</b> | The workshop drew upon the living experience of some of the inclusion groups in Rotherham and this helped shaped the vision. This living experience will be a focus in shaping the actions proposed to address early intervention and prevention. Further opportunities will be explored to look at including the voice of other inclusion groups. |
| <b>4.2</b> | The Mental Health Needs Assessment focused on the health inequalities in relation to mental health and wellbeing and access to services. This Better Mental Health for All vision will utilise this information to shape future actions.   |
| <b>4.3</b> | A standing item on the Better Mental Health for All Group agenda is Voice and Influence, giving all Partners an opportunity to share and shape future work.  |

## Recommendations

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| <b>5.1</b> | HWB to support the vision and delivery mechanisms for mental wellbeing across the Rotherham population.  |
| <b>5.2</b> | HWB Partners to attend and contribute to the Better Mental Health for All Group which will oversee the delivery of actions for early intervention and prevention in relation to mental health. |
| <b>5.3</b> | HWB to receive annual updates on progress.   |