

Rotherham Health and Wellbeing Strategy 2025-30 Priorities

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the Health and Wellbeing Board

Priority One

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

Metrics:

- Smoking rate (from existing Public Health metrics)
- Proportion of local smoking population who set a quit date (Department for Health and Social Care data).

Priority Two

“We will increase the mental health of the people of Rotherham towards the national average by 2030”

Metrics:

- Happiness measure for adults and a similar source for children and young people (from the Joint Strategic Needs Assessment)
- Life satisfaction question (Office of National Statistics).

Priority Three

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

Metrics:

- Measure for soft services access
- Measure for families and wider support.

Priority Four

“People in Rotherham have access to environments that promote their health and wellbeing, and they understand why this matters”

Metrics:

- Community safety measure (from existing Safer Rotherham Partnership metrics)
- Physical activity is measured at least annually (Sport England measure but opportunities to include local information as part of work programme).

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