

Joint Public Health Vision RMBC/ NHSR

Policy Objective	What we Know (from JSNA/Audit of Need)	What we Want to Achieve in Rotherham	Links to Other Strategies
<p>Give every child the best start in life</p>		<ul style="list-style-type: none"> • Focus on pre school interventions. • Ensure vulnerable people are protected from abuse. • Refocus preventative services on those families living with one or more of the following: poverty, mental health problems, alcohol and/ or drug usage, teenage parents. • Children centres to become the key delivery environment to engage and support all children living in poverty. • All settings to achieve Healthy Foundation status. • Address smoking, alcohol and drug use in families using evidence based interventions. 	<ul style="list-style-type: none"> • Children and Young People's Plan • Prevention and early Intervention Strategy
<p>Enable all children, young people and adults to met their capabilities and have control over their lives</p>		<ul style="list-style-type: none"> • Ensure adequate child care provision via the Early Years Strategy, Play Strategy. • All 16-18 year olds are in employment, education or training, support the Children and young peoples plan. • Address alcohol, drugs, sex education, sports/ physical activity, obesity using evidence based interventions. • Ensure that children and young people are safe in their community: problems prevented or tackled early (Early intervention strategy) • Work with key partners to provide a range of positive activities which are widely available to children and young people to take part in. 	<ul style="list-style-type: none"> • Children and Young People's Plan • Prevention and early Intervention Strategy • Play Strategy • Early Years Strategy (?) • Active Rotherham Strategy
<p>Create fair employment and good work for all</p>		<ul style="list-style-type: none"> • Review and make full use role of voluntary, community and faith sector and their role in "step up" for the long term unemployed into work and / or voluntary work. • More people are in work or training and less are living on benefits. • Support the Rotherham Economic Plan 	<ul style="list-style-type: none"> • Economic Plan
<p>Ensure a healthy standard of living for all</p>		<ul style="list-style-type: none"> • RMBC and NHS to lead by example with employment practices • Links with the financial inclusion project to ensure a better standard of living for all. • People feel happy and safe where they live, support the Safer Rotherham Strategy. • People are able to live in decent affordable homes, support the Housing Strategy. 	<ul style="list-style-type: none"> • Financial Inclusion Strategy • Safer Rotherham Strategy • Housing Strategy

		<ul style="list-style-type: none"> • Everyone can expect to live longer lives regardless of where they live. 	
<p>Create and develop healthy and sustainable places and communities</p>		<ul style="list-style-type: none"> • Ensure a long term vision for developing sustainable communities. • Develop sustainable community hubs for example Sam Everington GP practice. • Promote access to green spaces within local communities, with safe access to these, thus encouraging an increase in physical activity and community cohesion. • Support the Green Spaces Plan • Reduce CO2 emissions and lower levels of air pollution; support the Environment and Climate Change Strategy. • Tackle food deserts within Rotherham by expanding the Ministry of Food and work with local people to raise their food aspirations. • Use licensing powers to maximise health effects and lower crime/ anti social behaviour. • Further develop the use of the Fire Service in projects such as becoming a community hub, cook and eat, affordable warmth, hot spots. • Develop a Public Sector Sustainable Procurement Strategy. • Increase the procurement of local food for the Public Sector via local farms and outlets. • Get more people recycling, support the waste strategy. 	<ul style="list-style-type: none"> • Green Spaces Strategy • Licensing (??) • Sustainable Procurement Strategy • Waste Strategy •
<p>Strengthen the role and impact of ill health prevention</p>		<ul style="list-style-type: none"> • Make Every contact count. • Reduce the number of people who smoke. • Diversify areas in which health messages and programmes are delivered such as better use of shopping centres, parks, pubs as community hubs. • Increased use of Direct Payments for personalised care (for those eligible for them) • Increase the numbers of people cycling, walking or using public transport, support the transport strategy. 	<ul style="list-style-type: none"> • Transport Strategy