

ROTHERHAM BOROUGH COUNCIL - REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Health and Wellbeing
2.	Date:	11th June, 2012
3.	Title:	Rotherham Public Health Web Presence
4.	Directorate:	Public Health

5. Summary

Responsibility for public health transfers to local authorities in April 2013. In preparation the public health team will relocate to Riverside House and increase our working links with services that will be aligned to public health, such as Environmental Health. This paper proposes the early adoption of a single web portal to access all public health information, to be incorporated into the RMBC content management system upgrade and to be launched in October 2012.

6. Recommendations

That the members:

- **Approve the proposal for a Rotherham Public Health web presence**

7. Proposals and details

Public health information is currently found on a number of websites, including that of NHS Rotherham, RMBC and a number of standalone micro-sites (e.g. s-word, call it a night, bums off seats). The transfer of public health responsibility to the local authority gives us an opportunity to bring all public health information together in one location or, if the RMBC content management system does not allow all the necessary functionality, to link to any remaining micro-sites.

The new public health system is closely modelled on the system that operates in the United States, and we propose a web presence that replicates the best public health website in the US, such as those of Los Angeles or Philadelphia. These sites combine information on health protection, prevention of ill health and promoting healthy lifestyles. They also include information on aspects of environmental health such as animal control, air pollution, and clean water, and on emergency preparedness.

An action plan will be developed in order to deliver this new public-facing website. Next steps are:
Between now and 01 July

- Developing a proposed architecture for the public health section
- Auditing all standalone micro-sites and determining what content can be transferred, what is no longer needed and what needs to remain in situ
- NHS Rotherham's Creative Media Services team will work alongside the RMBC web manager to develop the visual identity for the page, adhering to RMBC branding requirements
- RMBC's web manager will work with the software company to create necessary templates for the Public Health site. Most will fit into standard RMBC templates, but the main page will be a 'homepage' and site alongside the current five 'homepages' (find information, do it online, news and events, contact us, interact)
- RMBC's web manager to organise training for the creative media team and identified people within public health to enable them to use the content management system

Between now and 01 October

- Existing content on NHS Rotherham and RMBC's websites that would become part of the new public health section to be identified and revised
- Pages created using the revised content in the content management system, but not marked 'live' until the section is launched in October
- Develop a promotional strategy for the new site, including publicity and investigating short-term funding of Google ads to appear when particular combinations of search terms are entered into the search engine (eg 'Rotherham' and 'pregnancy', or 'Rotherham' and 'rat')

8. Finance

The only additional funding required is likely to be for the online adverts, which would be short term and would be managed within existing resources.

Micro-sites will be incorporated into the main site wherever possible to avoid paying unnecessary hosting charges to external companies.

9. Risks and Uncertainties

Risk	Mitigation
That Rotherham public health is not represented online at the point of transfer to the local authority and the NHS Rotherham website is no longer active	By starting the process now and having a deadline for launch in October, we should ensure an early web presence. By their nature, websites are never 'finished' and continue to be developed as information and advice changes.

10. Policy and Performance Agenda Implications

None

11. Further information

<http://www.lapublichealth.org/>

<http://www.phila.gov/health/>

12. Contacts

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