

ROTHERHAM BOROUGH COUNCIL - REPORT TO MEMBERS

1.	Meeting:	Health Select Commission
2.	Date:	12 July 2012
3.	Title:	Joint Health and Wellbeing Strategy
4.	Directorate:	Resources

5. Summary

Scrutiny members have been presented with a range of information over the previous 12 months, in relation to the proposals within the Health and Social Care Act and how these are being implemented in Rotherham. These changes include the establishment of the Health and Wellbeing Board, which has now been in shadow form locally since September 2011, and the development of a local Joint Health and Wellbeing Strategy. The purpose of the Health and Wellbeing Strategy is to be the high-level, strategic plan for the Health and Wellbeing Board, which all partners are expected to sign up to.

This report presents the Joint Health and Wellbeing Strategy for Rotherham. It describes the process which has taken place to develop the strategy and the thinking behind the strategic priorities and subsequent actions which form the basis of the document. Health Select Commission members are asked to consider these priorities and actions and comment on the overall theme of the strategy and consider whether this feels right for Rotherham, based on what is known from the Joint Strategic Needs Assessment, Health Inequalities consultation and other local intelligence.

6. Recommendations

That Health Select Commission members:

- **Note the strategy and the process by which it has been developed**
- **Note the priorities and actions set out in the strategy and consider whether:**
 1. **these are the right priorities for Rotherham to focus on?**
 2. **these are the right actions to deliver these priorities?**
 3. **the three year actions are in the right order of priority?**

7. Background

To achieve improved health and wellbeing outcomes for local communities, there needs to be increased joint working between the NHS and local authority, and high quality local leadership through the Health and Wellbeing Board (HWBB) is an essential foundation of this. HWBBs will be seen as a tool to improve joint working by bringing together key commissioners and increasing local democratic engagement alongside increased public and user engagement. Publishing a local Joint Strategic Needs Assessment (JSNA) and Joint Health and Wellbeing Strategy (JHWS) will be a duty of the HWBB from April 2013, when Boards take on their statutory responsibilities, although earlier development of this will ensure we are appropriately placed to tackle the huge health challenges that face Rotherham.

Joint Health and Wellbeing Strategies (JHWS) take the important step from assessing local needs and assets, which have been published in the Joint Strategic Needs Assessment (JSNA) to collectively addressing the underlying determinants of health and wellbeing.

Draft guidance for developing JHWS has been published and this describes a set of values that should underpin good health and wellbeing strategies:

- JSNAs and Strategies should form the basis for local decisions that drive service change such as investment and disinvestment according to people's local needs and engagement with the local community
- Strategies should set shared priorities based on evidence of greatest need and set out a clear rationale for the locally agreed priorities
- Strategies should inform commissioning decisions across local services for health and social care, but should also be used to influence the commissioning of local services beyond health and care to make a real impact upon the wider determinants of health
- Strategies should provide a unique opportunity to explore local issues that single organisations have not managed to tackle on their own
- Strategies should not try to solve everything, but take a strategic overview of how to address the key issues identified in the JSNA, including tackling the worst inequalities
- Strategies should concentrate on an achievable amount – prioritisation is difficult but important to maximise resources and focus on issues where greatest outcomes can be achieved
- Strategies should address issues through joint working across the local system

The strategy presented here is the Rotherham HWBBs response to the requirement to produce a joint strategy, which has been set out in the Health and Social Care Act.

8. Proposals and Details

The JHWS for Rotherham sets out the key priorities that the local HWBB will deliver over the next three years to improve the health and wellbeing of Rotherham people.

The strategy presents a shared commitment to reduce health inequalities locally. It will be used to guide all agencies in Rotherham in developing commissioning priorities and

plans and in tackling the major public health and wellbeing challenges present in our communities.

The strategy will sit within a set of documents which demonstrate the journey from gathering data, to understanding whether we are achieving our goals, these include:

- Joint Strategic Needs Assessment: our intelligence
- Health and Wellbeing Strategy: our vision and how we will achieve this
- Commissioning plans: funding and leadership
- Performance management framework: evaluating success.

The priorities and actions within the strategy have been developed through consultation with the public and key stakeholders across Rotherham. This has been done through a series of consultation events, stakeholder workshops and an officer task group.

JSNA and Health Inequalities Consultation

The Rotherham JSNA was refreshed throughout 2011/12 and provides a comprehensive set of data and intelligence for health and wellbeing issues and needs locally. Public consultation on the JSNA took place during this time which involved a series of events with key groups and organisations. The final revised document has been presented across the council, including a presentation at the Health Select Commission in and the final document has been presented to scrutiny members previously.

At the end of 2011 the local authority and NHS Rotherham undertook a joint consultation with the public, looking at health inequalities issues and how these affected local people. The findings of this consultation exercise were presented at a Rotherham Health Summit in December 2011 and been used to supplement the JSNA findings in deciding Health and Wellbeing priorities.

Health and Wellbeing Officer Group

Following agreement at the HWBB meeting in February, an officer group was established to support the work programme for the Board, in particular the development of the JHWS. This group was made up of officers from RMBC commissioning, policy and performance, colleagues from public health (NHS Rotherham) and the Clinical Commissioning Group (CCG), and chaired by the lead strategic director for health and wellbeing.

The officer group have supported and overseen two stakeholder workshops and have met regularly since March to develop the strategy.

Stakeholder Workshop 1 – 26 March

The purpose of the workshop was:

- For partners to agree the findings of the JSNA and its impact upon each organisation
- For partners to discuss and agree a 'shortlist' of strategic priorities over the next three years for consideration by the Health and Wellbeing Board
- For partners to agree a list of five strategic outcomes for the HWB to consider and agree

HWBB members and partners were presented with the headlines from the JSNA along with the outcomes from the local health inequalities consultation. Using this information, five strategic themes were agreed as an outcome of this first workshop which would form the basis of the local strategy, they were as follows:

1. Prevention and early intervention
2. Expectations and aspirations
3. Dependence to independence
4. Healthy Lifestyles
5. Long-term conditions
6. Poverty

Using these themes, the officer group developed them into 'strategic outcomes' which presented a desired state for what Rotherham should look like in three years.

HWBB Workshop 2 – 11 April

The second workshop provided an opportunity for partners to agree the 'outcomes' and wording used and use these to consider appropriate actions which would be required over the next three years to bring about step changes to reduce health inequalities in Rotherham.

The agreed 'outcomes' and final step changes are presented in the strategy attached as appendix A.

8.1 The Rotherham Strategy

The strategy presents the high-level plan for the HWBB. The document provides a clear picture of what we intend to do in Rotherham, it includes:

- The problem – why we need a strategy
- What we want to achieve – our vision and strategic outcomes
- What we will do – tackle the big issues presented in the JSNA
- How we will do it – specific actions which will bring about step changes over three years and who will be responsible for doing this

A life stage framework has been agreed as the basis of the strategy, subsequent action and performance monitoring. The life stages include:

- Starting well (age 0-3)
- Developing well (age 4-24)
- Working and living well (age 25-54)
- Ageing well (age 65+)

The document demonstrates how these life stages map across the five agreed outcomes and this has been presented in a matrix showing the lead and supporting agency for each area.

Commissioning Plans and Monitoring Success

The strategy is a high-level plan for the HWBB with a number of strategic priorities and outcomes, it does not include all of the detail in relation to specific areas of work that need to happen in tackling the health and wellbeing challenges in Rotherham. This detail will be developed in the commissioning and action plans for services across the borough; including social care, public health and the NHS, as well as other local

services that impact on people's health and wellbeing. This strategy will inform local commissioning decisions and those developing commissioning plans will need to give the strategy due regard.

In order to understand whether we have been successful with this strategy, a performance management framework is being developed, which will map key indicators across the lifestage framework. This will be used to demonstrate whether we are achieving improvements for each of the big issues and the strategic outcomes of the strategy.

Future JSNAs and Index of Multiple Deprivation 2016 will also demonstrate whether the strategy has had an impact on reducing health inequalities and deprivation.

8.2 Next Steps

The Health and Wellbeing Board and Cabinet have approved the draft strategy. The strategy will now be presented to the public and stakeholders for comment and feedback on whether the priorities and actions are right for Rotherham, based on the information in the JSNA and other intelligence already gathered.

This feedback and public involvement will be done through a series of events and engagement activity with the voluntary and community sector, stakeholders and the public. Feedback and comments from the Health Select Commission will form part of this activity.

The strategy will also be used to inform the authorisation process for the Rotherham Clinical Commissioning Group which is currently taking place.

9. Finance

There are no direct financial implications in relation to the content of this report.

10. Risks and Uncertainties

Having a jointly agreed strategy in place is essential to guide the work of the HWBB and ensure the key priorities are delivered on.

To effectively inform commissioning plans of all agencies there needs to be 'buy-in' from everyone involved and each agency needs to see where they fit into the bigger picture.

11. Policy and Performance Agenda Implications

The details in this report directly relate to the development of a local health and wellbeing strategy, which will be a requirement of the HWBB to publish from April 2013, although earlier implementation will ensure we are appropriately placed to tackle health issues locally and the CCG can seek authorisation.

Health Overview and Scrutiny will have a role in ensuring the priorities and outcomes of the strategy are being delivered and that activity put in place to address these health and wellbeing challenges are achieving results.

12. Background Papers and Consultation

Rotherham JSNA 2011

http://www.rotherham.gov.uk/info/10016/council_documents/2102/joint_strategic_needs_assessment_2011

Rotherham Draft Joint Health and Wellbeing Strategy 2012-15 (attached)

13. Contacts

Cllr Ken Wyatt

Cabinet Member for Health and Wellbeing
RMBC

ken.wyatt@rotherham.gov.uk

Kate Green

Policy Officer
RMBC, Resources

Kate.green@rotherham.gov.uk