

Healthy lifestyles Prevention and Early Intervention

Approaches

- JHWBS:
 - Stages of Life Course
 - Six Priority Outcomes
- Priority Measures:
 - Alcohol, Obesity, Tobacco, Dementia, NEETS, Affordable Warmth

Life Course Framework

- The Strategy sets out a life course framework, which has been adapted from the Marmot life course.
- Life Course; Early Intervention, Prevention and Behavioral Change
- Integral to 6 PH programmes from strategy obesity, alcohol, smoking, fuel poverty, dementia, NEETS
- System based responsibility under H+W Board

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Outcome: People in Rotherham will be aware of health risks and be able to take up opportunities to adopt healthy lifestyles.

Outcome: Rotherham people will get help early to stay healthy and increase their independence

Communication

- QTV
- Campaigns – MCAT
- Web – based social media/mobile devices/engagement
- Every contact counts

Starting well

- Children's Strategy
- Health visitor 0-5 programme
- UNICEF Baby Friendly Initiative
- Troubled families
- Family Nurse Partnership
- Imagination Library
- Specialist midwifery

Developing Well

- Children's Strategy
- Looked after children
- Healthy Schools
- Communication- website campaigns
- School Nurse Contract Revision
- Healthy weight framework
- NEETS System reporting framework

Living and working well

- Obesity - System reporting framework
- Alcohol - System reporting framework
- Smoking - System reporting framework
- NHS Healthcheck
- Communication – campaigns web site development
- Workplace health

Ageing well

- Affordable warmth - System reporting framework
- Dementia - System reporting framework
- Healthy Ageing
- NHS Healthchecks
- Flu vaccination

Healthy lifestyles Prevention and Early Intervention

- Delivery of a shift towards Prevention and Early Intervention and Healthy Lifestyles requires a strong partnership approach
- The system-wide reporting framework proposed will enable the Board to hold the partners to account for their individual responsibilities