

**CABINET MEMBER FOR HEALTH AND WELLBEING  
Monday, 11th February, 2013**

Present:- Councillor Wyatt (in the Chair); Councillor Buckley and Steele.

Apologies for absence were received from Councillor Pitchley.

**K43. MINUTES OF MEETING HELD ON 14TH JANUARY, 2013**

Resolved:- That the minutes of the meeting held on 14<sup>th</sup> January, 2013, be approved as a correct record.

**K44. HEALTH AND WELLBEING BOARD**

The Chairman reported that a meeting of the Health and Wellbeing Board had been held on 16<sup>th</sup> January, 2013. Discussion took place on the following issues:-

(a) the Board has agreed the priority areas of the Health and Wellbeing Strategy and will receive regular progress reports. The priorities are:-

Smoking, Alcohol, Obesity, Dementia, NEETS (young people not in education, employment or training) and Fuel Poverty.

(b) an appropriate reporting mechanism ought to be established for the national outcomes framework (including the health premium) and a performance management framework put in place.

(c) reference was made to the 'Every Contact Counts' programme, concerning the responses to health issues arising; the importance of staff training was acknowledged.

**K45. ROTHERHAM HEART TOWN - ANNUAL REPORT**

Alison Iliff, Public Health Specialist, presented the annual report of the Rotherham Heart Town project outlining the activity undertaken by the Heart Town Partnership and its constituent partners during 2012.

During the first year of the Partnership, activities have included:-

- Establishing a steering group
- Establishing a fundraising branch
- Holding a large stakeholder event
- Attending events to promote the partnership, raise awareness and raise funds
- Establishing the Circle of Hope One Day event
- Running school and health professional education workshops
- Delivering Olympic Legacy events at two schools

Reference was made to the need for continuing publicity about the Defibrillator Campaign.

Resolved:- (1) That the report be received and its contents noted.

(2) That the good progress being made with the Rotherham Heart Town project be welcomed.

(3) That the annual report be submitted to a future meeting of the Health and Wellbeing Board and to the Health Select Commission for information.

**K46. ROTHERHAM HEALTH AND WELLBEING BOARD - COMMUNICATIONS FRAMEWORK AND KEY PRINCIPLES**

Consideration was given to a report presented by the Head of Corporate Communications and Marketing outlining the communications framework and key principles for the Rotherham Health and Wellbeing Board.

The report stated that the primary purpose of the framework is to ensure effective, consistent and co-ordinated communications, marketing and social marketing activity to support the work of Rotherham's Health and Wellbeing Board in achieving its vision to "improve health and reduce health inequalities across the whole of Rotherham" across six priority outcome areas

This document sets the framework for :

a) how strategic and operational communications and marketing activity is undertaken by the range of organisations which contribute to the delivery of these outcomes through Rotherham's Health and Wellbeing Strategy;

b) communications activity in support of and on behalf of the Health and Wellbeing Board itself, such as responding to media enquiries which are cross-cutting or relate specifically to the Board, rather than to a specific member organisation.

Members noted that the framework will be supported by a plan of key actions which summarises communications and marketing activities/campaigns in support of the work plans for each priority area. This will be regularly reviewed and monitored by the Health and Wellbeing Board, but nominated lead agencies will individually or jointly be responsible for its delivery.

Resolved:- (1) That the contents of the communications framework and key principles for the Rotherham Health and Wellbeing Board, as now submitted, be noted.

(2) That the framework and principles document be presented to the next meeting of the Rotherham Health and Wellbeing Board.

**(THE CHAIRMAN AUTHORISED CONSIDERATION OF THE FOLLOWING ITEMS TO ENABLE MEMBERS TO BE FULLY INFORMED)**

**K47. ROTHERHAM HEALTH AND WELLBEING CONFERENCE**

The Chairman reported that early discussions had taken place on a proposed Rotherham Health and Wellbeing Conference for stakeholders and representatives from partner organisations. The event would provide an opportunity for information-sharing and discussion about the major changes occurring in local Health Services as from April, 2013.

The programme could include:-

- Introduction/explanation of the Health and Wellbeing Board function
- Clinical Commissioning Group and the winding up of NHS Rotherham
- Public Health presentation including transition to the Local Authority
- Rotherham Foundation Trust presentation
- Rotherham Local Health Watch
- RDaSH presentation on Community Mental Health Services.

The provisional date for this conference is the Wednesday, 17<sup>th</sup> April 2013. The event would be funded by the Clinical Commissioning Group, with administrative support provided by Voluntary Action Rotherham.

Resolved:- That the arrangements for the proposed Conference be approved.

**K48. EVALUATION OF THE RESHAPING ROTHERHAM CONFERENCE - JANUARY 2013**

Alison Iloff, Public Health Specialist, presented the evaluation feedback report of the Reshaping Rotherham conference, which had taken place during January 2013 at the New York Stadium, Main Street, Rotherham.

Resolved:- That the report be received and its contents noted.