

## ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	<b>Meeting:</b>	<b>Health and Well Being Board</b>
2.	<b>Date:</b>	<b>10<sup>th</sup> April 2013</b>
3.	<b>Title:</b>	<b>Health and Wellbeing Strategy – Expectations and Aspirations</b>
4.	<b>Directorate:</b>	<b>Commissioning, Policy and Performance, Resources</b>

### 5. **Summary**

This report supplemented by a presentation to the Board is intended to provide an up to date position of the work of the Expectations and Aspirations workstream.

### 6. **Recommendations**

- (i) **That members of the Health and Wellbeing Board receive this report and recognise the progress being made by the Expectations and Aspirations workstream.**
- (ii) **That partner agencies commit to sharing the small costs required to reinforce key messages through the production of pledge cards and other low cost initiatives**

## 7. Proposals and Details

Raising Expectations and Aspirations is one of the 6 strategic outcomes we aim to deliver through the Health and Wellbeing Strategy:

**All Rotherham people will have high aspirations for their health and wellbeing and expect good quality services in their community, tailored to their personal circumstances.**

To achieve this culture change on the scale required partners to the Health and Well Being Board have agreed that:

- We will provide much clearer information about the standards people should expect and demand.
- We will train all people who work towards reducing health inequalities to respond to the circumstances of individual people, families and the local community.
- We will ensure all our workforce routinely prompt, help and signpost people to key services and programmes.
- We will co-produce with Rotherham people the way services are delivered to communities facing challenging conditions.

A multi-agency group has been established and working together since November 2012.

Attached at appendix A is the action plan of the group

The key element of changing expectations and aspirations of our citizens in Rotherham is underpinned by behaviours and culture change of staff across the agencies and this is currently the key focus of the work of the group in the first year.

Key deliverables and outputs of the group are currently:

- Work around behaviour of staff in relation to customer care inc:
  - Pledge Cards for customers ( including one for young people)
  - Prompt Cards for staff
- Information Sharing event for practitioners in 2 of the deprived neighbourhoods.
- An analysis of complaints to form a baseline for assessing change in behaviour of staff

Further work of the group will be to look at a rationale for developing generic customer standards for all the partners from the Health and Well Being Board in a single set of standards.

A plan on a page has also been developed which identifies how the Expectations and Aspirations workstream is working with the 6 strategic leads of the priority areas ( Fuel Poverty, NEETS, Obesity, Smoking, Alcohol and Dementia) see attached Appendix B

It is recognised that the role of Health Watch aligns closely with the work of the Expectations and Aspirations workstream, particularly in relation to customer standards and satisfaction levels.

## **8. Finance**

There is currently no budget associate with the work of the group and some very modest costs associated with this work eg design and print costs and venue costs for the upcoming information sharing event.

A small budget would be required to ensure that high quality products can be arranged ( eg staff prompt cards, customer pledge posters for settings and venues arranged with teas and coffees for practitioners attending).

A commitment from the Health and Well Being Board to all contribute towards these costs, the apportionment of which can be agreed by the officer group, is needed.

## **9. Risks and Uncertainties**

Expectations and Aspirations is about culture change for our citizens and also for our staff working across the organisations. Capacity of staff is a concern and it is important that this is a high priority and that all organisations encourage their staff to attend meetings and are fully engaged with the work of the group. It is also important that all staff required to attend training courses are freed up from their working day to attend such training.

## **10. Policy and Performance Agenda Implications**

The Performance Management Framework underpins the work around the priorities of the strategy and the workstreams.

## **11. Background Papers and Consultation**

Appendix A – Action Plan  
Appendix B – Plan on a Page  
Health and Wellbeing Strategy

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