

Expectations and Aspirations - Overarching Outcome

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

In order to achieve this, the priority measures below will all have a contribution to make around the Expectation and Aspiration work.

Locally Determined Priorities

Priority 1:

Provide much clearer information about the standards people should expect and demand.

Priority 2:

Train all people who work towards reducing health inequalities to respond to the circumstances of individual people, families and the local community.

Priority 3:

We will ensure all our workforce routinely prompt, help and signpost people to key services and programmes.

Priority 4:

We will co-produce with Rotherham people the way services are delivered to communities facing challenging conditions.

Fuel Poverty

1. Vulnerable households can access and receive Energy Company Obligation based energy saving measures.
2. Include fuel poverty on Making Every Contact Counts (MECC). Maximise uptake of MECC.
3. Signpost people to relevant services using developed resources in Rotherham.
4. Target communities effectively with fuel poverty interventions.

NEETS

1. Improve online offer to young people.
2. Implement workforce development plan as part of localised Integrated Youth Support Service (IYSS) teams.
3. Develop assessment framework checklist for key outcomes.
4. Ensure the voice of the young person is embedded and fed into the development of the new IYSS.

Obesity

1. Raise awareness of the importance of maintaining a healthy weight for life.
2. Mandatory training for all staff in NHS and Local Authority in Making Every Contact Counts (MECC).
3. Signpost people using the Making Every Contact Counts Toolkit.
4. Obtain feedback about services to generate service improvement.

Smoking

1. Promote the age restrictions for selling tobacco products, leading to increased intelligence and enforcement of underage sales.
2. Deliver a brief advice e-learning package from the National Centre for Smoking Cessation training.
3. Deliver making Every Contact Counts training.
4. Work with TARAs and other community organisations to promote smoke free places.

Alcohol

1. Display information about what the Community Alcohol Partnership (CAP) is.
2. Raise awareness levels of harmful and risky drinking through delivering the 'Call it a Night' e-learning package.
3. Ensure that staff working with young people can signpost and screen for help.
4. Work with residents to establish and address local issues. Residents survey to provide a baseline for im-

Dementia

1. Waiting times are timely and appropriately sensitive to the nature of the condition.
2. Provide training for all required staff.
3. The is available information in relation to the services available.
4. Mechanisms are in place to ensure that meaningful consultation takes place with carers and service users, and that their voices are heard.

