

ROTHERHAM BOROUGH COUNCIL – REPORT

1.	Meeting	Health and Wellbeing Board
2.	Date	10/04/2013
3.	Title	Health and Wellbeing Strategy Reporting Framework; Priority Areas
4.	Directorate	Public Health

5. Summary

This is an ambitious framework for the Board to monitor progress against the Health and Wellbeing Strategy Priorities. Smoking, alcohol, obesity, NEETS, Fuel Poverty and Dementia.

It allows the Board to oversee the impact of its strategy across the Health System to deliver better Public Health. It tries to set a balance of responsibility for progress across Public Sector Commissioners and Providers of care or services.

Social patterns of behaviour that result in better health outcomes are slow to change across communities and in staff. All partners need to be giving constant consistent messages that influence all areas of delivery and planning, from the built environment to face to face contacts to bring about such change.

Particular emphasis has been placed on the key interaction between the public sector and the public in Every Contact Counts.

For a number of indicators, no 2013-13 target had been set and targets have been proposed for 2013/14 onwards

6. Recommendations

- **The Board is asked to support the proposed reporting framework and targets for 13/14 onward.**
- **For new indicators, we are seeking Board support and commitment from partners to data collection, for key areas such as every contact counts or brief interventions this will require real service change/service measurement to deliver the target.**

7. Proposals and details

For each Priority working groups will continue to oversee the detailed strategies to deliver on the aspirational goal.

Each Priority has a high level aspiration of what we want to achieve. Under each priority Key Measures National or Local indicators are set out, these are often only measured annually and will enable the Board to take stock of progress or allow it to consider further action.

Under each Key Measure a series of proxy or process measures are listed. In some cases these are in the form of absolute numbers i.e. for illicit tobacco prosecutions

A number of local measures are also in the National Outcomes Frameworks - achievement of these will be key to getting the Health Premium Incentive and meeting NHS and DH targets

There are limitations on the availability of data for several indicators, including some Key Measures that are also in the Public Health Outcomes Framework progress is expected in the next few months on how this information will be collected.

8. Finance

It is expected that all activity is carried out within existing resources by re-prioritising work.

9. Risks and uncertainties

Workless-ness, the prospect of economic growth and the impact of benefit changes.

10. Policy and Performance Agenda Implications

11. Background Papers and Consultation

Rotherham Health and Wellbeing Strategy 2012

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