

Health and Wellbeing Board

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| 1. | Date: | 10 April 2013 |
| 2. | Title: | Health and Wellbeing Strategy: Workstream Progress |

3. Summary

The Health and Wellbeing Strategy includes 6 strategic outcomes. These outcomes are being delivered through a set of actions to bring about change in the way we do things; to improve the health and wellbeing of all Rotherham people.

Each of the 6 outcomes has been allocated a lead officer from across the council, public health and NHS. It is the responsibility of these lead officers to develop their workstream and deliver the actions.

This report provides the Health and Wellbeing Board with an update on the progress of each of the workstreams, and enables the board to consider any issues or tensions which need to be thought through. This is alongside a more detailed presentation on one of the workstreams at each board meeting.

4. Recommendations

That the Health and Wellbeing Board:

- **Notes progress on each of the workstreams**

5. Proposals and details

A summary of the key actions and progress against these is presented below for each workstream.

Prevention and Early Intervention

The workstream plan is currently being developed with key officers across the local authority and partner agencies.

Key actions to date:

- One of the key actions for the workstream is around 'healthy ageing' and the use of social networks / community groups to improve the health and wellbeing of older people. Discussions have begun with Age UK Rotherham and VAR to link in with the Rotherham Less Lonely campaign
- Development of a public health website is being considered, to enable communication of key health information, although this has been delayed due to technical difficulties with website functionality
- Every Contact Counts is also a key delivery mechanism for this workstream and a paper is being presented to board

Expectations and Aspirations

Full presentation to board

Dependence to Independence

A multi-agency task group has been established and a plan developed to address the four priority areas within the workstream.

Key actions to date:

- A draft action plan has been developed to benchmark existing workforce development plans (across agencies), to establish whether they are designed to achieve the strategic culture change needed and take action to improve plans where there are deficits
- Discussion has taken place with the Self Care task Group to clarify focus on behaviour, attitude and skill of staff in promoting self care and self management
- A Personal Health Budget action plan is now in place to help identify opportunities to personalise services, increase customers' choice and control and choose solutions which are best suited to their personal circumstances (Personal health budgets workstream)
- Consideration has been given to identify opportunities within the CYPS action plan to link across to the Dependence to Independence agenda (such as making links with the Early Help Agenda and SEN Green Paper development activity), although this requires further work

Healthy Lifestyles

The workstream plan is currently being developed. Key actions to date:

- It has been identified that this workstream overlaps with the lifestyle/behaviour

change locally determined priorities (alcohol, smoking and obesity) and discussions have taken place with the leads for each of these to develop and agree where appropriate key actions which are required

- Meetings have been arranged with the lead for transport to consider how we use the health and wellbeing strategy to influence local planning and transport services to help us promote healthy lifestyles
- A meeting has been arranged with the lead for leisure/green spaces to look at how to best promote leisure activities to improve people's lifestyles

Long-term Conditions

This workstream is being delivered mainly through the work of the Rotherham Urgent Care Management Committee, which oversees management of the Long Term Conditions Programme. It actively manages the programme to ensure agreed outcomes are met and that there is appropriate and effective engagement with patients and public.

Partner organisations from Rotherham's health and social care community are currently participating in a national programme aimed at improving services for people with long term conditions.

The programme included 4 workstreams;

1. Risk profiling
2. Integrated neighbourhood teams
3. Self-management
4. Alternative Levels of Care

Poverty

Most areas have completed their area analysis and all bar one have set priorities for intervention. 9 of the areas now have an agreed priority measure regarding health inequalities.

Key actions to date:

- The area plans include actions to consider new ways of assisting those disengaged from the labour market to improve their skills and readiness for work
- To ensure that strategies to tackle poverty don't just focus on the most disadvantaged, a mapping exercise is underway, to ascertain the extent of poverty alleviation work currently being undertaken in Rotherham, research is being done to capture national best practice in anti poverty work, which could potentially lead to new anti poverty strategy
- Looking at national best practice will also consider ways to ensure every household in deprived areas is able to maximise their benefit take-up where appropriate

6. Risks and Uncertainties

Not having the appropriate resources to deliver the actions required within the workstreams; including officer time and available budget. This means that leads are having to be innovative and creative in their thinking to ensure delivery effectively and appropriately.

Each lead is currently developing their action plan. Having a plan in place will be crucial in ensuring the right actions are being delivered and enable the board to monitor effective progress.

7. Contacts

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