



Rotherham's Joint Health and Wellbeing Strategy Expectations and Aspirations

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Six locally determined priorities



- Fuel Poverty
- NEETS
- Obesity
- Smoking
- Alcohol
- Dementia

Six Strategic Outcomes



- Prevention and early intervention
- Expectations and aspirations
- Dependence to independence
- Healthy lifestyles
- Long-term conditions
- Poverty

4 Life Stages

- Starting Well
- Developing Well
- Living and Working Well
- Ageing and Dying Well

Expectations and Aspirations



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

Expectations and Aspirations



Priority One - We will provide much clearer information about the standards people should expect and demand

Progress

- Complaints baseline
- Service Standards baseline
- Our Pledge
- Young People's Pledge
- Staff Prompt card

Our Pledge



Our Pledge to You

Rotherham
Metropolitan
Borough Council
Where Everyone Matters

- We will always be helpful and timely; all people are important to us
- We will be patient and listen to you
- We will communicate with you clearly
 - we will be clear about the service that you can expect and you should never feel afraid to share your views and opinions
- We will not pass you from pillar to post; we will try to simplify what we do
- We will treat you fairly and with respect



We will always treat you in this way
and expect you to treat us the same



Young Person's Pledge



Young Person's Pledge

Rotherham
Metropolitan
Borough Council
Where Everyone Matters

- **We will talk to each other in a way that we both understand**
- **We will be patient, listen to each other and not interrupt**
- **We will respect each others views and feelings**
- **We will be polite about each others opinions - challenge the opinion not the person**
- **We will care about each other and be helpful with each others needs**



**We will always treat you in this way
and expect you to treat us the same**



Staff Prompt Card



Rotherham Health and Wellbeing Strategy Staff Prompt Card

First Impressions count

Be positive and helpful; people should feel they are important to you

Listen to People

Be polite and patient; and ensure you understand peoples needs

Communicate Clearly

Stick to plain language and check that people understand the service they can expect

Make things Simple

Don't pass people from pillar to post; try to simplify working practice

Be Respectful

Be friendly and treat people fairly - including colleagues



Expectations and Aspirations



- **Action**

Further work around a “single standard”
across all the organisations working
around Health and Well Being

To include information around what people
can expect, demand and that it’s ok to
feedback or complain about the service

Expectations and Aspirations



Priority Two – We will train all people who work towards reducing health inequalities to respond to the circumstances of individual people.
Families and the local community

Action – Customer Care training will be developed including specific training for staff in Deprived Neighbourhoods

Expectations and Aspirations



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

Progress

- Audit of online directories and services across partners
- Information Sharing Event planned for 16th May for practitioners working in East Herringthorpe / Dalton and Thrybergh re Employment and Health

Expectations and Aspirations



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

Action – Consultative work and co-production of services will be developed across agencies

Expectations and Aspirations



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.



The Rotherham Health and Wellbeing Strategy
Expectations and Aspiration

Plan on a Page 2012 - 2015

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Challenges



- Continued commitment and engagement from all organisations around the work of the workstream
- Role of Health Watch alongside the workstream
- Common Set of standards is this acceptable and achievable?
- Resources
 - Budget
 - Staff time
 - Attendance at training



Thank You

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