

Health and Wellbeing Strategy Reporting Framework

Priority 1 - Smoking												
High level aspiration - Rotherham: a smoke free town												
Goal 1 - Preventing initiation of tobacco use amongst children and young people												
Key Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
Key Measure	Percentage smoking at delivery 20.1% (12/13 Qtr 2) to below the national average by 2015	20.8%	19.2%	19.1%	A	Update due late 2013		18.8%	A	17.9%	16.7%	Alison Iliff
	Percentage of young people (Year 7 & 10) smoking (CYPS lifestyle survey) (regular smokers)	2%/14%	2%/14%	No target		2012	2%/14%	See notes		1.9%/13.5%	1.8%/13%	Alison Iliff
Quarterly Proxy Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
Quarterly Proxy Measure	Participation in Responsible Retailer Scheme in CAP areas	New Measure for 2013-14			01-04-13 to 01-07-13	29%	20%	G	50%	75%	Alan Pogorzelec	
	Number of enforcement interventions taken in relation to the sale of tobacco to children	New Measure for 2013-14			01-04-13 to 01-07-13	0	0	G	5	5	Alan Pogorzelec	
	Schools with anti-tobacco policies approved by Head	New Measure for 2013-14			Q2 13/14	50.80%	40%	G	50%	100%	Alison Iliff	
Goal 2 - Reducing Harm to Adults from tobacco consumption												
Key Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
Key Measure	Percentage of adults 18 and over smoking (integrated household survey)	23.3%	N/A	N/A	N/A	2011-12	23.3%	23%	A	22%	22%	Alison Iliff
Quarterly Proxy Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
Quarterly Proxy Measure	Percentage of key public sector staff undertaking Making Every Contact Counts									75%	100%	
	Participation in Responsible Retailer Scheme in CAP areas	New Measure for 2013-14			01-04-13 to 01-07-13	29%	20%	G	50%	75%	Alan Pogorzelec	
	Number of enforcement interventions taken in relation to illicit and / or counterfeit tobacco	New Measure for 2013-14			01-04-13 to 01-07-13	3	2	G	5	5	Alan Pogorzelec	

Priority 1 - Smoking

Goal 1 KM 1 (smoking at delivery)

Baseline data may be affected by high percentage where mother's smoking status not known (quarters Q1 and Q2 2011/12)
 Targets adjusted to match national ambition decrease of 21.7% between 2009/10 and 2014/15 (to be achieved between Q3 2010/11 and 2014/15) (31/05/13)(AI)
 Quarterly position shows high variation, so suggest notice is predominantly taken of outturn figure, which will show year to date or, at Q4, the whole year's picture.
 Smoking at delivery data for Q1 12/13 not available "due to operational reasons". Data to be included in Q2 report published 27/11/13.

KM 2 (young people smoking)

Data shown as Y7/Y10. Baseline represents 2011 Survey data and Current Position represents 2012 Survey data. Survey is conducted and reported annually.
 When information issued about data collection mechanism for PHOF indicator "Smoking at age 15", this KM will be amended.

QPM 3 (anti-tobacco policies)

New measure for 2013-14. Whole school review audit used to establish baseline of schools with policies. As at quarter 2 2013-14 this was 51%.
 Denominator = 120 schools (24/06/13). Denominator figure = 120 schools (Primary – 95 LA and 3 Academies, Special 6 LA, Secondary 11LA and 5 Academies). (AI)

Goal 2 KM 1 (adults smoking)

11-12 and current position represent 12 months April 11-Mar 12. Survey is collected quarterly. Publication is erratic - no data published since August 2012.

QPM 1 (making every contact count)

Under development.

Goal 1 - QPM 3	13/14			14/15			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Trajectory for schools with no-smoking policies:	40%	45%	50%	65%	72%	90%	100%

Priority 2 - Alcohol													
High level aspiration - Rotherham: a place where people drink responsibly													
Goal 1 - Preventing harm to children and young people from alcohol consumption													
Key Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead	
			Outturn	Target	RAG	Period	Outturn	Target	RAG				
	Percentage of Year 10s reporting that they drink alcohol (CYPS Lifestyle Survey) (regular drinkers)	30%	12%							0%	0%	Kay Denton	
Quarterly Proxy Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead	
			Outturn	Target	RAG	Period	Outturn	Target	RAG				
		Percentage of key public sector staff undertaking Making Every Contact Counts											
		Community Alcohol Partnerships across the Borough	New Measure for 2013-14				2 launched	No target	A	No target	11	Mel Howard	
	Participation of retailers in Responsible Retailer scheme in CAP areas	New Measure for 2013-14			01-04-13 to 01-07-13	29%	20%	G	50%	75%	Alan Pogorzelec		

Goal 2 - Reducing Harm to Adults from alcohol consumption													
Key Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead	
			Outturn	Target	RAG	Period	Outturn	Target	RAG				
	Reduce hospital admissions due to alcohol related illness		1,069	No target		Q1 13/14	252	214	R	20% less	TBC	Anne Charlesworth	
Quarterly Proxy Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead	
			Outturn	Target	RAG	Period	Outturn	Target	RAG				
		Percentage of key public sector staff undertaking Making Every Contact Counts											
		Community Alcohol Partnerships across the Borough	New Measure for 2013-14				2	No target	A	No target	11	Mel Howard	
		Participation of retailers in Responsible Retailer scheme in CAP areas	New Measure for 2013-14			01-04-13 to 01-07-13	29%	20%	G	50%	75%	Alan Pogorzelec	
		Number of FPN waivers which result in attendance at binge drinking course		86	No target		Q1 13/14	9	No target	R			
		Number of brief interventions in general practice		8,749	No target		Q1 13/14	6,846	3,000	G	12,000	16,000	Anne Charlesworth
	Number of brief interventions in community settings (Lifeline plus Health Trainer statistics)	2,673	3,192	No target		Q1 13/14	700	1,000	A	4,000	8,000	Anne Charlesworth	
	Number of brief interventions in hospital settings											Anne Charlesworth	

Priority 2 - Alcohol

Goal 1 **KM 1 (Year 10s reporting drinking)**

Represents those reporting drinking regularly. Baseline represents 2011 Survey data and 2012-13 represents 2012 Survey data. Survey is conducted and reported annually.

QPM 2 (community alcohol partnerships)

Both launched and update paper going to HWBB subject to agreement by NAS SLT.

Goal 2 **KM 1 (hospital admissions due to drinking)**

Data represents number of admissions to Rotherham Foundation Trust by Rotherham CCG patients.

The team to deliver this piece of work has now been selected, work will begin in October/November. Figures will be reported to HWBB in quarter 3 data.

QPM2 (community alcohol partnerships)

(see Goal 1 QPM2)

QPM 4 (Fixed Penalty Notice waivers)

This is a significant decrease. SYP to be notified and report requested from them

QPM 5 (brief interventions in general practice)

This is a significant increase, the contract specifications changed from 1/4/2013 to 'any' patient aged 18 or over (from specified diagnosis group).

QPM 6 (brief interventions in community settings)

The new service that will deliver increased community interventions does not start their contract until 01/11/13.

Community brief interventions includes Lifeline and Health Trainer provision - in 2012-13 this was 1952 and 1240 respectively, in 2013/14 Q1 this was 406 and 294.

QPM 7 (brief interventions in hospital settings)

The team to deliver this piece of work has now been selected, work will begin in October/November. Figures will be reported to HWBB in quarter 3 data.

After consideration, it was decided that Best Bar None would not be progressed as responsible retailer should do the same job without the cost that is incurred.

Priority 3 - Obesity												
High level aspiration - Rotherham: a place where being a healthy weight is the norm												
Goal 1 - Preventing obesity in children and young people												
Key Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
Key Measure	Percentage of overweight and obese children in Reception	16.1%	Update due Dec 2013			2013-14 due Dec 2014			A	15%	12%	Joanna Saunders
	Percentage of overweight and obese children in Year 6	33.0%	Update due Dec 2013			2013-14 due Dec 2014			A	30%	25%	Joanna Saunders
Quarterly Proxy Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
Quarterly Proxy Measure	Percentage of key public sector staff undertaking Making Every Contact Counts											
	Referrals of children to Healthy Weight Framework interventions	313	286	No target		Q4 2012-13	83	No target	A			Joanna Saunders
	Completed Healthy Weight Framework interventions by children	144	119	No target		Q4 2012-13	44	No target	A			Joanna Saunders
	Percentage of applications for fast food outlets approved that are within close proximity to a school or in a deprived area (in accordance with policy)											Helen Sleight

Goal 2 - Reducing harm to adults from obesity												
Key Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
Key Measure	Healthy eating prevalence (Integrated Household Survey/ Active People Survey)	21.3%		No target		2011-12	0	28.70%	R			Joanna Saunders
	Increased prevalence of diagnosed diabetes	6.2%	Update due end Oct 2013			Jan 2013	6.33%	No target	R			Dominic Blaydon
Quarterly Proxy Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
Quarterly Proxy Measure	Percentage of key public sector staff undertaking Making Every Contact Counts											
	Referrals of adults to Healthy Weight Framework interventions	2884	2253	No target		Q4 2012-13	624	No target	A			Joanna Saunders
	Completed Healthy Weight Framework interventions by adults	1414	1067	No target		Q4 2012-13	311	No target	A			Joanna Saunders
	Increased greenspace utilisation and access	13.7%	Update due late 2013			Update due late 2014			A	15%	16%	Chris Siddall

Priority 3 - Obesity

Goal 1 **KM1 &2 (overweight and obese children)**

Data published annually in December.

QPM 2/QPM 3 (Healthy Weight Framework interventions)

Activity figures presented are enrolments and completions. The latter is a subset of the former and the duration of the treatment may go beyond the reporting cut-off.

The 2012-13 Outturn and Q4 2013-14 represent revised data since the July Board submission. Provisional data for Q1 2013-14 is as follows:

Goal 1 (children): Referrals 110, Completed 38. Goal 2 (adults): Referrals 590, Completed 182.

QPM 4 (fast food outlets)

Planning policy relating to this is currently out for consultation

Goal 2 **KM 1 (healthy eating)**

Baseline represents modelled data for 2006-2008 based on Health Survey for England data. Indicator being developed nationally for Public Health Outcomes Framework on which target can be set

KM 2 (diagnosed diabetes)

Prevalence data published annually.

QPM 2/QPM 3 (Healthy Weight Framework interventions)

(See Goal 1 QPM2/QPM 3)

QPM 3 - Current Postion represents Q4 2012-13. This is affected by a high percentage of missing data for completions.

QPM 4 (greenspace utilisation)

Baseline represents survey period March 2009 - February 2012. Indicator is based on annual survey data

Priority 4 - NEET												
High level aspirations outcome - Our commitment is that by 2016 all Rotherham's young people will participate in education or training up to the age of 18.												
Goal 1 - Reduce percentage of Academic Age 16 - 18 Young People who are Not in Employment, Education or Training (NEET)												
Key Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
	Percentage of Academic Age 16 - 18 Young People who are NEET	7.6%	7.4%	7.1%	A	August 2013	7.6%	7.4%	A	7.1%	7.0%	Collette Bailey

Goal 2 – Reduce percentage of Academic Age 16 - 18 Young People whose current situation is Not Known												
Key Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
	Percentage of Academic Age 16 - 18 Young People whose current situation is Not Known	4.8%	3.9%	5.0%	G	August 2013	5.5%	5.0%	A	5.0%	5.0%	Collette Bailey

Goal 3 – Increase percentage of Young People Participating (reporting to commence April 2013)												
Goal 2 - Reducing harm to adults from obesity												
Key Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
	Percentage of Academic Year 12 participating	89.0%	N/A	N/A	N/A	August 2013	89.5%	80.0%	G	92.0%	95.0%	Collette Bailey
	Percentage of Academic Year 13 participating	80.0%	N/A	N/A	N/A	August 2013	80.5%	70.0%	G	82.0%	85.0%	Collette Bailey

Goal 4 – Reduce percentage of RMBC Corporate Responsibility LAC/CL Young People (Academic Year 12 -14) who are Not in Employment, Education or Training												
Key Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
	Percentage of RMBC Corporate Responsibility LAC/CL Young People (Academic Year 12 -14) who are NEET	28.0%	25.3%	N/A	N/A	July-August 2013	33.4%	24.0%	R	24.0%	20.0%	Collette Bailey

Priority 4 - NEET

Goal 1/2 KM1 (NEET/ Young people whose situation is not known)

2011-12 Baseline is the 2011/12 reported data and Outturn 2012-13 is the 2012 reported data (Nov-Jan averages)(from DfE)

Goal 3 KM 1&2 (academic year 12/13 participating)

Baseline taken from the Annual Activity Survey for 2012.

August and September are a major transition time (start of new academic year) so targets around learning and participation are made lower for this period.

Goal 4 KM 1 (RMBC corporate responsibility NEET)

The make-up of this cohort comprises 35 individual young people, of whom 25 (71%) are aged 18 and 19. This age group are able to claim benefit in their own right and live independently and therefore are an extremely hard group to engage in any form of learning. We, as a service, are endeavouring to work more closely with Job Centre Plus to provide a more coherent approach to this group.

The remaining 10, (29%), young people are all of Y12 academic year, with 2 being resident outside of Rotherham and 1 refusing any offer of learning.

The other 7 young people have all recently left learning and are in the transition period. We are hopeful that they will re-engage in learning in September when the new academic year begins.

NB - DoE changed the count for NEET as at April 2013 - currency will no longer apply and therefore the adjustment set to NEET % has been amended.

This is projected to inflate the NEET % by approximately 1%.

Participation is defined as

- full-time education, such as school, college or home education
- an apprenticeship
- part-time education or training if they are employed, self-employed or volunteering full-time (which is defined as 20 hours or more a week).

Priority 5 - Fuel Poverty												
High level aspiration - Everyone in Rotherham can afford to keep warm and keep well												
Goal 1 - Reducing the effects of Fuel Poverty												
Key Measure	Indicator	2010 Baseline	2011-12			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
	Percentage of the population needing to spend more than 10% of household income to achieve adequate levels of warmth in the home and meet their other energy needs.	18.2%	Data Released in 2014			01/01/2011-31/12/2011	16.7%	17.2%	G			Catherine Homer
Quarterly Proxy Measure	Indicator	2011-12 Baseline	2012-13			Current Position				2013-14 Target	2014-15 Target	Accountable Lead
			Outturn	Target	RAG	Period	Outturn	Target	RAG			
	The number of properties receiving energy efficiency measures through Community Energy Saving Programme (CESP)		1,049	1,285	R	Q1 13/14	0	0	G	200	CESP superseded by GD/ECO	
	The number of properties receiving energy efficiency measures through Carbon Emissions Reduction Target (CERT)		1%	1%	G	CERT schemes have come to an end (31st March 2013) and have been superseded by Green Deal / ECO						
	The number of properties receiving energy efficiency measures through Dept of Energy & Climate Change (DECC)	To be delivered July 2013 onwards				Q1 13/14	0	0	G	320		
	The number of properties receiving energy efficiency measures through Green Deal / Energy Company Obligation (ECO)	1st year of collection anticipated in 4th quarter 2013-14				Apr-Sep 2013	50*					

Priority 5 - Fuel Poverty

Goal 1 KM 1 (spending more than 10% of household income to keep home warm)

Current Position represents 2011 calendar year. Baseline represents 2010 calendar year.

QPM 1 (energy efficient measures through CESP)

Is currently achieving the quarterly target. The pot of money initially secured to complete the DECC works in 2012-13 has now been allowed to roll over into 2013-14.

The programmed work is now scheduled to be completed in Q1 of next year and the total number of houses this will assist is set to exceed 1,285 .

QPM 4 (energy efficient measures through Green Deal/ECO)

Figure of 50 represents council properties. Private figure unknown. However, HHCRO referrals = 20 to private.

*Further update due before submission date.

General guide to column headings:

2011-12 Baseline:- 2011-12 Outturn

2012-13: Outturn for full year 2012-13 or year end position as applicable.

Current position: Year To Date or latest figure as applicable.

2013-14 Target:- Will be the 2013-14 Target

2014-15 Target:- Will be the 2014-15 Target

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

For new indicators, we are seeking Board support and commitment to data collection

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 local measures that are also in the Public Health Outcomes Framework.