

ROTHERHAM METROPOLITAN BOROUGH COUNCIL Report to Members

1.	Meeting:	Cabinet
2.	Date:	15 th January 2014
3.	Title:	Lifestyle Survey Results 2013
4.	Directorate:	Neighbourhoods and Adult Services, Performance & Quality (CYPS)

5. Summary:

The report covers details of the 2013 Borough Wide Lifestyle Survey Report. It includes plans to distribute the lifestyle survey report to schools, the schedule for presenting the findings of the report, the communication plan and the on-going actions supporting the lifestyle survey results.

The Lifestyle survey is a valuable piece of consultation capturing the views of young people in years 7 & 10 at secondary school asking their opinions on -

- Food & Drink
- Health, Activities and Fitness
- Being In School
- Out of School
- Young Carers
- Bullying & Safety
- Smoking, Drinking & Alcohol
- Sexual Health
- Local Neighbourhood

Each year the results are shared with key stakeholders to ensure that activities are built into team plans to address any issues. Teams plan to make changes to improve the lives of young people and comparisons are made each year to see if the changes made are making a difference.

Secondary schools will receive a copy of the borough wide report and their individual school report, so they can see what pupils at their own school are saying. Healthy schools service will also receive a copy of the individual school reports, so they can identify which school needs support in specific areas.

6. Recommendations:

Members are requested to

- Note the 2013 Lifestyle Survey Report Appendix Item 1
- Approve the communication of this report to all 16 secondary schools
- Approve the timetable for communicating the survey results and distribution list

7. Proposals and Details:

The 2013 Lifestyle Survey saw all 16 secondary schools in Rotherham participate; this is the first time this result has been achieved, since the commencement of the survey in 2006. It is not mandatory for schools to participate. Overall in 2013, 3474 pupils participated, an increase of 2040 pupils, 142% from 2012.

The positive results in the survey in particular around healthy lifestyle

- Fruit is the most popular break time snack
- An increase in % of pupils feeling they are a healthy weight
- More pupils are taking part in regular exercise

Contributing to these results has been the work carried out by the Obesity Strategy Group. In the past 4 years 1,721 children have accessed tiered weight management services provided by MoreLife Clubs (DC Leisure), RIO (Rotherham Institute for Obesity and Residential Camps which on average have had an 87% success rate. Food and drink choices are integral part of the programmes offered

- More pupils responded that they are from a smoke free home
- More pupils responded that they had never tried smoking

Contributing to these results has been the work carried out by the Healthy Schools Team, promoting the benefits of non-smoking and confidence building with young people in schools to help them not to give in to peer pressure

Suggested areas for attention are similar to 2012

- Rotherham Town Centre and public transport were where pupils said they felt least safe
- More young people identified themselves as young carers
- Bullying rates remained same as in 2012, however the number of pupils reporting bullying has reduced
- Local shops were identified as the places where pupils purchase their cigarettes and alcohol
- Parents supplying their children with cigarettes and alcohol
- Pupils feeling good about themselves has reduced

Changes and improvements that have been made during the past 12 months to support these areas have included

- Young people are now attending a Rotherham Transport user group and putting forward their ideas to make safety improvements
- Rotherham Town Centre Voice and Influence Group has been established and their first meeting will be held early January 2014.
- Planned for 27th February 2014 Youth Cabinet will be holding their Children's Commissioner Day and will review SYPT issues from previous year and look at supporting work around self-harm
- There has been a Young Carers card developed, which will allow a register of young carers to be developed, which will allow schools to identify which young carers need support

- Schools are appointing anti-bullying ambassadors
- All schools have signed up to implement a national anti-bullying charter
- Trading standards are working locally to strengthen the policy around under age purchasing of cigarettes and alcohol
- Smoke-free policy has been implemented at all schools and support is offered from members of tobacco control and strategy group to establish the policy and ensure that staff, pupils, parents and carers are aware of the policy
- E-learning package around the issues of alcohol and in particular under-age drinking has been developed and is being promoted by Health and Well-Being Board
- Healthy schools coordinators are working in schools to improve image and feelings issues

Key stakeholders are involved identifying activities to address these issues; Lifestyle Survey Results Action Plan gives more detail of these. – Appendix Item 2.

Timetable for presenting findings

Date	Meeting	
26 th November	DLT – Joyce Thacker	✓
26 th November	Councillor Lakin Briefing	✓
9 th December	SLT	✓
17 th December	Leaders Meeting	✓
15 th January 2014	Full Cabinet Meeting	
19 th February 2014	Health & Well Being Board	
27 th February 2014	Children's Commissioner Day	
6 th March 2014	Safeguarding Board	
12 th March 2014	Improving Lives Scrutiny	

Distribution of the report with an offer to attend subsequent meetings will be made to

- Public Health
- School Effectiveness – Health Schools – Kay Denton-Tarn
- Safer Neighbourhood Partnership
- Health & Well Being Board
- Neighbourhood Crime Manager
- Anti-Bullying Officer
- Young Carers Provider – Barnardos
- Locality Teams (CYPS)
- School Nursing (RFT)
- Families for Change (CYPS)
- Youth Cabinet
- Communications Team

8. Finance:

The reduction in costs to produce the survey continued from the 2012 survey. All printing costs were removed, schools agreed that they would communicate lifestyle survey information with parents and school packs were sent electronically rather than printed and posted.

Staff time from Service Improvement Officer and Research Analyst

9. Risks and Uncertainties:

Confidence interval is rated at 1.1%, compared to a level of 2.3% in 2012.
A higher participation rate equates to an improved rate against inaccuracies.

Communications Team will work jointly with Service Quality, Police, Health and other key stakeholders to produce information for the press on the activities ongoing which supports the outcomes from this survey.

10. Policy and Performance Agenda Implications:

Key partners with actions in the Joint Health & Wellbeing Strategy, Corporate Plan and Carers Charter will need to note the results from this survey
Bulletins will be sent out to key stakeholders, highlighting the findings for them to address at future meetings.

11. Background Papers and Consultation:

Rotherham Secondary School Lifestyle Survey 2012
Joint Health & Well Being Strategy
Corporate Plan & Rotherham Joint Action Plan for Carers 2013-2016

**Contact Name: Bev Pepperdine – Service Improvement Officer
Elena Hodgson – Research Analyst**

**Appendix Item 1
Appendix Item 2**

**2013 Lifestyle Survey Report
Lifestyle Survey Results Action Plan**