

# HEALTH AND WELLBEING BOARD ANNUAL REPORT 2019/20

A healthier Rotherham by 2025



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# FOREWORD

**Welcome to the second annual report from Rotherham's Health and Wellbeing Board. In this report, we will reflect on the progress we made in 2019/20, as well as looking forward to 2020/21. As a system, we have experienced a lot of change in recent months and it is very important to me that we make time to reflect on the past year, what we've achieved and what we've learned.**

I am immensely proud of the strength of partnership working in Rotherham and the commitment across all partner organisations to work together to further the health of local people. The strength of this commitment has never been clearer to me than in our response to COVID-19. I would like to take this opportunity to say thank you to all of the staff across the health and social care system in Rotherham who have been working tirelessly on our response to this pandemic.

We are certainly living through challenging times, and as a board we remain focussed on protecting and improving the health and wellbeing of Rotherham people. Our key next step as a partnership is to review our priorities in the context of COVID-19, including considering any longer-term impacts for the people of Rotherham. It is crucial that we continue to meet these challenges together, and I am confident that our strong commitment to partnership working will continue.



**Councillor David Roche**

Cabinet Member for Adult Social Care and Health  
Chair of the Health and Wellbeing Board

# THE HEALTH AND WELLBEING BOARD

Rotherham's Health and Wellbeing Board brings together local leaders and decision-makers to work to improve the health and wellbeing of Rotherham people, reduce health inequalities and promote the integration of services.

Organisations represented on the board include:

- Rotherham Metropolitan Borough Council
- Rotherham Clinical Commissioning Group (CCG)
- The Rotherham NHS Foundation Trust
- Rotherham, Doncaster and South Humber NHS Foundation Trust
- Voluntary Action Rotherham
- Healthwatch Rotherham
- South Yorkshire Police
- South Yorkshire Fire and Rescue
- NHS England

The board has a number of specific responsibilities, including producing a local joint strategic needs assessment, overseeing the delivery of the joint health and wellbeing strategy, and producing an assessment of the need for pharmaceutical services.

Further detail around the role of the board, including how the board has met the statutory duties over 2019/20 is outlined below.

## Joint Strategic Needs Assessment (JSNA)

One of the board's key responsibilities is to carry out a joint strategic needs assessment (JSNA) for Rotherham. The JSNA is an assessment of the current and future health and social care needs of the local population. It brings together information from different sources and partners to create a shared evidence base, which supports service planning, decision-making, and delivery.

Following a period of consultation, a project was launched to redesign the JSNA to make it more user-friendly and to better meet the needs of local partners. In November 2019, the new JSNA which is called the 'Rotherham Data Hub' was launched at the Health and Wellbeing Board meeting.

The format of the Rotherham Data Hub is based on an adaptation of the Dahlgren and Whitehead model, highlighting how the health of Rotherham people is impacted by a wide range of factors throughout the life course. To reflect this, the website is broken into five themed sections:

- Socio-economic
- Environment
- Community and neighbourhoods
- Health behaviours
- People

The redesign was received very positively by the Health and Wellbeing Board and work has been ongoing to promote the Rotherham Data Hub amongst partners and key stakeholders. The JSNA is a live document, so continuing to develop this resource will be an ongoing priority for the Health and Wellbeing Board.

The Rotherham Data Hub is publicly accessible at <http://www.rotherham.gov.uk/data/>.

## Joint Health and Wellbeing Strategy

Joint Health and Wellbeing Strategies set out how local health needs identified in the JSNA will be addressed. They set out the priorities for local commissioning and must be taken into account by local councils and CCGs.

Rotherham's Health and Wellbeing Strategy for 2018-2025 was agreed in March 2018 and is focussed on four key aims:

- All children get the best start in life and go on to achieve their full potential
- All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life
- All Rotherham people live well for longer
- All Rotherham people live in healthy, safe and resilient communities

## Pharmaceutical Needs Assessment (PNA)

The board has a statutory responsibility to undertake a PNA every three years. The PNA reviews the current pharmaceutical services in Rotherham and identifies any gaps in provision through assessment, consultation and analysis of current and future local need.

The current PNA for Rotherham runs from April 2018 to March 2021. The mapping of services is a core part of the PNA regulations and a map not only has to be produced, but the regulations ask that this be maintained. For the first time, this assessment utilised the Strategic Health Asset Planning and Evaluation (SHAPE) tool to map the provision and access to pharmaceutical services. This tool has played a key role in continuing to map pharmaceutical services in Rotherham.

## Principles

As well as meeting the duties outlined above, partners of the Health and Wellbeing Board have also committed to embedding the following principles in everything they do, both individually as organisations and through working in partnership:

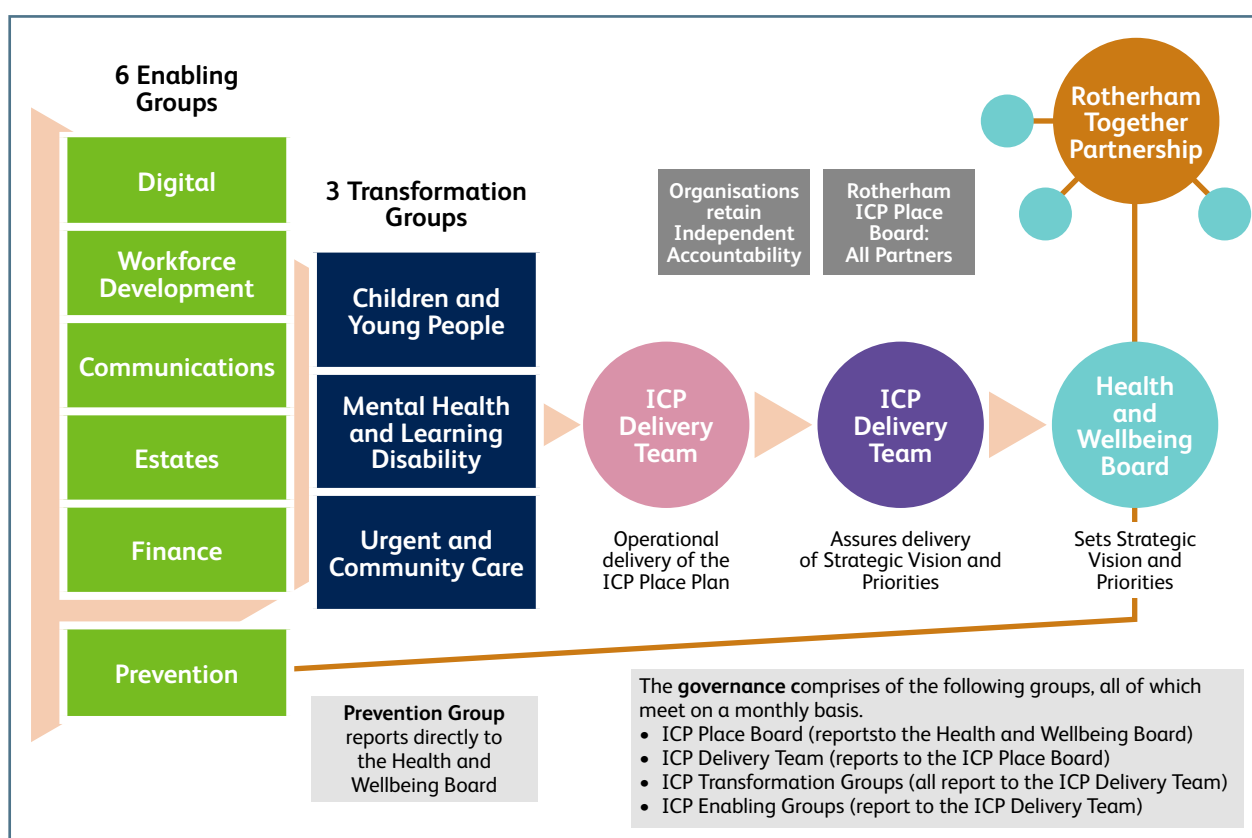
- Reduce health inequalities by ensuring that the health of our most vulnerable communities, including those living in poverty and deprivation and those with mental health problems, learning or physical disabilities, is improving the fastest.
- Prevent physical and mental ill-health as a primary aim, but where there is already an issue, services intervene early to maximise impact.
- Promote resilience and independence for all individuals and communities.
- Integrate commissioning of services to maximise resources and outcomes.
- Ensure pathways are robust, particularly at transition points, so that no one is left behind.
- Provide accessible services to the right people, in the right place, at the right time.

# GOVERNANCE

The Health and Wellbeing Board is a statutory sub-committee of the Council and is an integral part of Rotherham's wider strategic partnership structures, the Rotherham Together Partnership. In addition, the Integrated Care Partnership (ICP) Place Board reports into the Health and Wellbeing Board and takes strategic direction from the Health and Wellbeing Strategy.

As part of the refresh of the ICP Place Plan, a new Prevention enabling group was established. It was agreed that this group would directly report to the Health and Wellbeing Board to ensure ongoing strategic oversight of this work.

**A summary of these governance arrangements is outlined in the diagram below.**



## Rotherham Together Partnership (RTP)

The Rotherham Together Partnership brings together statutory boards such as Safer Rotherham Partnership and the Health and Wellbeing Board, with other key strategic partnerships, such as the Business Growth Board, to deliver on Rotherham's medium-term priorities. These priorities, or "game changers", are set out in the Rotherham Plan 2025.

One of the game changers is 'integrating health and social care', which requires significant input from the Health and Wellbeing Board, working closely with the Integrated Care Partnership (ICP) Place Board. The Health and Wellbeing Board also contributes to the other game changers, particularly 'building stronger communities' and 'skills and employment'.



## Integrated Care Partnership (ICP)

The ICP is made up of the local health and social care community, including the Council, CCG, providers of health and care services and the voluntary sector, who are working together to transform the way they care for the population of Rotherham.

The ICP Place Plan takes strategic direction from the Joint Health and Wellbeing Strategy and is the delivery mechanism for the aspects of the strategy relating to integrating health and social care. The NHS Long Term Plan was published in January 2019 and as a result, place partners took the decision to refresh the ICP Place Plan to ensure it addressed the requirements set out in the Long Term Plan. The refreshed version of the ICP Place Plan 2020-2022 was endorsed by the Health and Wellbeing Board at the meeting in March 2020.

The Place Board reports progress to the Health and Wellbeing Board through quarterly performance reports, and there is also a standing agenda item for the Health and Wellbeing Board to consider any issues escalated from the Place Board.

## Safeguarding

Safeguarding is a priority area of collaboration for local partners, and the Health and Wellbeing Board is a signatory to the partnership safeguarding protocol.

The protocol describes the roles, functions and interrelationship between partnership boards in relation to safeguarding and promoting the welfare of children, young people, adults and their families. It aims to ensure that the complementary roles of the various boards are understood so that identified needs and issues translate to effective planning and action.

Delivering on the protocol includes each board delivering and receiving updates from one another on annual basis, to ensure connectivity and appropriate oversight of issues relating to safeguarding. The terms of the protocol were fulfilled for 2019/20. Ensuring we are taking an integrated and co-ordinated approach to addressing issues relating to safeguarding will continue to be a priority for 2020/21.





# KEY DATES – 2019/20



# WHAT'S WORKED WELL?



## CASE STUDY

### LAUNCHING A NEW WEIGHT, HEALTH AND ATTITUDE MANAGEMENT SERVICE

**Childhood continues to be a challenge in Rotherham. Over 24.2% of reception age students are overweight, rising to 37.1% of year 6 age students, which is above the national average.**

The new child weight management service, delivered by TRFT 0-19 Service, began in May 2019, providing a pathway for children measured via the national Child Weight Management Programme (NCMP) and identified as overweight or obese. The programme offers tailored support for children aged 4-18, but with specific targeted programmes for reception and year 6 primary children (following NCMP) and young people aged 11+.

The service is a partnership between the 0-19 service, the Council and Rotherham United Community Sports Trust (RUCST). All families with overweight or obese children are contacted by the NCMP team in the 0-19 service, and referred where possible to WHAM, so that the reach of the service is much wider than has been achieved previously. RUCST deliver a 6 week programme element which includes health eating and physical activity advice along with support to develop skills and confidence in relation to maintaining a healthy weight. Families are offered support for up to 12 months following the programme if they wish.

WHAM also produced a video working with a local school to help families understand the purpose of NCMP and why it was important for children to be weighted and measured so we can understand the local picture and design services accordingly. The video was well received by local schools and families.

## CASE STUDY

### REACHING MEN TO REDUCE THE NUMBER OF LIVES LOST TO SUICIDE IN ROTHERHAM

Every life lost to suicide is an individual tragedy. It also has a widespread and devastating impact on friends, family and the wider community. Men account for around three-quarters of deaths by suicide locally, so reaching men as a high-risk group is one of the areas of focus within the Rotherham Suicide Prevention and Self-Harm Reduction Plan.



In 2019, grants were awarded to several voluntary and community organisations working within neighbourhoods with the highest suicide rates. These grants funded activities to bring men together, raise the importance of men's mental health and work to support local work around suicide prevention.

The projects used a wide range of activities as a backdrop for conversations around mental health, including walking groups, crewing a barge, setting up a market stall and storytelling through creative writing, poetry, music and painting. Some projects were very focused on engaging a small number of vulnerable people in displacement or therapeutic activity; others used activity as an opening for challenging discussions that would not have taken place previously.

**Some very positive reflections were shared on the difference these activities had made to attendees:**

*'For some members of the group, it was the first time they could openly mention the word suicide and even talk about their previous attempts.'*

*'The men have reported how useful the sessions have been and engaging to give them confidence and self-respect, friendships and companionship. Learning as well as enjoyment and they feel Rotherham lacks this type of activity to engage just men. The sessions have seen changes in the men attending including physical appearances as well as mental health symptoms. Loneliness and engaging in conversation has definitely changed the lives of the men attending.'*

*‘Two of the attendees took up positions with local organisations on a voluntary basis, they used the session to submit their application.’*

As well as targeted work within communities, on World Suicide Prevention day, partners launched a new campaign called ‘Be the One’ to promote the message that talking, listening and caring can have a significant impact in preventing someone from taking their own life. This campaign also promotes key resources to help equip the Rotherham public with vital knowledge around suicide, including free suicide prevention training.

This was a universal campaign aimed at all Rotherham people, but as men are a high-risk group, a key part of the approach was to promote this message amongst men in Rotherham. To support this, local men fed into the design of the campaign and it was also launched at local men’s groups. Rotherham United also supported ‘Be the One’, by dedicating the match against Bolton Wanderers to the campaign and promoting the resources amongst football fans. The reach of this campaign has been a significant success and work will continue to promote the message and the resources.





## CASE STUDY

### PROMOTING STOP SMOKING SUPPORT IN ROTHERHAM

On national No Smoking Day, an event was held at Rotherham Hospital to celebrate 20 years of stop smoking support for Rotherham people. Over the past 20 years, the proportion of people smoking in the borough has reduced significantly; in 2018, the smoking prevalence in Rotherham was 18.9% of the adult population, a reduction from the 2000 UK prevalence which was 27%. Since the data for Rotherham started to be recorded separately in 2005, stop smoking services have helped over 24,000 people in Rotherham to stop smoking.

However, compared with the national average, a higher proportion of the Rotherham population smokes, and reducing the numbers of local people smoking continues to be a priority. Therefore, as well as celebrating the positive progress made, this event was used to raise awareness around the support available locally, with the message 'we've not quit helping you quit!'

To promote the support available, a five-foot-pledge tree was displayed in the foyer of the hospital and those passing through were asking to make a pledge to quit, support someone they know to quit or to support a smoke-free Rotherham. As part of this engagement, over 100 people made pledges and staff were on hand to explain more about the stop smoking programmes available, including Get Healthy Rotherham's smoking cessation programme and TRFT's specialist programme for stopping smoking in pregnancy. This helped raised awareness amongst both the public and hospital staff around the resources available, as well as securing referrals into services.

Furthermore, this event was also used to introduce the QUIT programme, which means that all patients admitted to Rotherham Hospital will be asked about their smoking status, offered support to stop smoking and given Nicotine Replacement Therapy Treatment to support their quit attempt. This model recognises that tobacco addiction needs to be treated, and that treating tobacco addiction significantly contributes to reducing smoking related illness and hospital admissions. By supporting smokers to stop while they are in hospital, with medicines such as nicotine replacement and advice from specialist stop smoking advisors, they are much more likely to stay quit.

Anyone interested in stopping smoking can contact Get Healthy Rotherham via [www.gethealthyrotherham.co.uk](http://www.gethealthyrotherham.co.uk) or call **01709 718720**. To refer to The Rotherham NHS Foundation Trust's Smoking in Pregnancy service please call **01709 423729**.





## CASE STUDY

### SIGNING THE LOCAL AUTHORITY DECLARATION ON HEALTHY WEIGHT

**Unhealthy weight (overweight and obesity) is a serious public health problem that increases the risk of disability, disease and death. Evidence shows that weight is not only influenced by health behaviours, but also by a range of other wider determinants of health. To help address the factors that contribute towards obesity and ensure obesity remains a priority locally, cabinet members and senior officers across the Council and Health and Wellbeing Board partnership agreed to work towards the Local Authority Declaration on Healthy Weight.**

The Local Authority Declaration on Healthy Weight is a local authority commitment encompassing areas such as planning, public health, environmental health, culture and leisure to work together to improve the health of the local population. The declaration was developed by Food Active which is a healthy weight programme in the North West, supported by Directors of Public Health. Their work involves tackling obesity and promoting healthy weight across the North West population, with a specific focus on the most vulnerable. Because of its success in the North West region it is being rolled out across Yorkshire and Humber (Y&H), following the regional Director of Public Health network collectively commissioning this from Food Active.

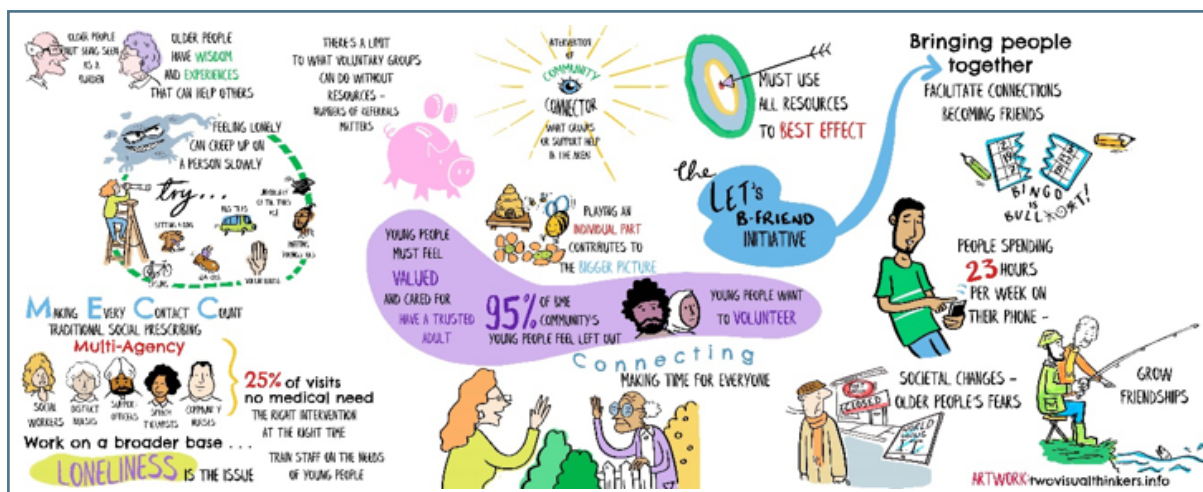
The Declaration is about prevention, and addressing the obesogenic environment that people live in. It focuses on all of the areas that the Council either controls or has

influence over, to promote healthy weight wherever possible, and work with key partners to do the same. The declaration comprises of 14 standard commitments which are designed to be bold but achievable, with the opportunity for areas to make further local commitments to supplement the declaration if they wish.

The declaration therefore is a statement of intent, demonstrating there is local commitment to exploring opportunities in relation to promoting healthy weight and reducing obesity. It offers a way of bringing together all of the work already going on under one 'umbrella' and provides an opportunity to share positive stories publicly.

Rotherham Council formally signed the declaration on the 20th January 2020, but this will be a live piece of work that continues to develop over time. Accountability for the continued implementation of the declaration will be with the Council but will contribute towards Aims 3 and 4 of the Health and Wellbeing Strategy.

Adopting the LADHW is seen as a positive step for Rotherham; demonstrating a commitment to tackling some of the complex challenges being faced locally in relation to obesity. It demonstrates the issue remains a priority for the Council, but that it requires a new, whole-system approach in line with best practice and evidence.



## CASE STUDY

### CO-PRODUCING A ROTHERHAM LONELINESS ACTION PLAN

Loneliness is not a new problem, but it is increasingly being recognised as a major public health issue, with research showing that loneliness is as harmful to our health as smoking 15 cigarettes a day. Loneliness has also been linked to numerous health issues like coronary heart disease, stroke, depression, cognitive decline and an increased risk of Alzheimer's. On the other hand, when people feel connected to others it can reduce the risk of mortality or developing certain diseases.

As loneliness is a cross-sector issue, taking a partnership approach is crucial. It was therefore, important for all partners to contribute towards the development of the plan. In September 2019, partners of the Health and Wellbeing Board were invited to a workshop to share their experiences of loneliness, showcase some of the many examples of good practice and to start to contribute to Rotherham's action plan to address this public health issue.

The presentations and discussions highlighted the abundance of initiatives across Rotherham which are helping address loneliness and build social connections. One example of positive work already taking place to reduce loneliness in Rotherham is the use of the Making Every Contact Count approach by housing staff. Using a tenancy health check form, staff have been having supportive conversations with tenants around loneliness and referring those experiencing loneliness to ongoing support.

Through reflecting on positive case studies, partners were asked to consider how we can build on what we are already doing locally. It was emphasised that there are many opportunities to take this work forwards including the need to work with people, empowering them to find solutions.

**The other themes which were raised on the day by partners these were:**

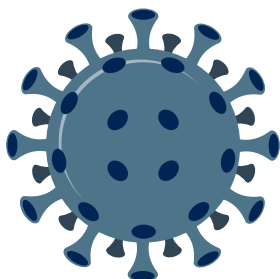
- the value of partnership and neighbourhood working
- the great contribution the voluntary and community has and can make to this issue
- the need for intergenerational and inclusive working
- the need to identify and reach out to people
- the need for better communication, marketing and information technology.

The feedback from the workshop and ongoing contributions from partners shaped the development of the plan, which was formally approved by the Health and Wellbeing Board in March 2020. Delivering against the vision and the aims within this action plan has become increasingly important under lockdown conditions, with many people facing dramatic changes in their daily levels of social interaction.

# WHAT ARE WE WORRIED ABOUT?

All data relates to 2018/19 unless otherwise stated:

## THE IMPACT OF COVID-19



including the impact on vulnerable groups, mental health conditions and financial hardship.

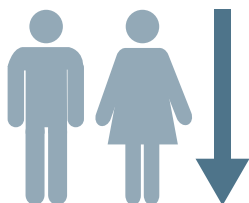


## SMOKING IN PREGNANCY

**17.9%** of Rotherham women were known to be smokers at time of delivery compared to 10.6% nationally.

## HEALTH INEQUALITIES

for the period 2016-18, **life expectancy** was 9.9 years lower for men and 9.5 years lower for women in the most deprived areas of Rotherham than in the least deprived areas.



## UNHEALTHY WEIGHT

**24.2%** of reception age students school children are overweight or obese rising to

**37.1%** of children in year 6 age students and an estimated

**75.6%** of adults are classified as overweight or obese.

**All are higher than the national average.**



## HEALTHY LIFE EXPECTANCY



Rotherham men are expected to live an estimated 18.4 years in poorer health and Rotherham women

are expected to live an estimated 22.9 years in poorer health.

## PHYSICAL ACTIVITY LEVELS



**54.9%** of Rotherham adults are physically active compared to 67.2% nationally.

## SMOKING

In 2018, an estimated **18.9%** of the Rotherham population smokes, which is higher than the national average of 14.4%.



## MENTAL HEALTH AND WELLBEING

**11.1%** of Rotherham people report low levels of happiness and 24.8% report feeling highly anxious.



# WHAT WILL WE DO NEXT?

**The impact of COVID-19 and lockdown has brought with it some new challenges and emerging priorities. In this context, the key next step for the Health and Wellbeing Board is reviewing our priorities as a partnership, taking into consideration the potential long-term consequences of the pandemic.**

A discussion around the review of our priorities will take place at the Health and Wellbeing Board meeting in June, and a development session will also take place in September with support from the Local Government Association.

**As part of this review, we will:**

- Continue to focus on health inequalities, including the impact of COVID-19 on vulnerable groups.
- Utilise data, research and our JSNA to ensure that our refreshed priorities are informed by a strong-evidence base.
- Explore opportunities to engage as a partnership with the Rotherham public virtually on key issues impacting on public health.
- Seek to identify lessons learned from our response to COVID-19, including opportunities for new ways of working.
- Maintain a dialogue with other boards within the Rotherham Together Partnership to ensure a joined-up approach to priority-setting.