

HEALTH AND WELLBEING BOARD ANNUAL REPORT 2021/22

A HEALTHIER ROTHERHAM BY 2025



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FOREWORD

I am delighted as Chair of the Health and Wellbeing Board to present our fourth annual report. Our Health and Wellbeing Board is built on strong partnerships, which have strengthened even more during the last two years in our response to the Covid-19 pandemic. I would like to thank all the partners for their commitment to delivering Rotherham's Health and Wellbeing Strategy and working together to improve outcomes for local people.

The last year has been challenging, and as well as facing the pressures of Covid-19, we are also facing considerable health challenges locally. In 2019/20, 73.6% of adults in Rotherham were classified overweight or obese, compared to 62.8% nationally. In 2020, 12.5% adults in Rotherham were classed as current smokers, compared to 12.1% nationally. Smoking is the most important cause of preventable ill health and premature mortality in the UK. In the refresh of our board's priorities, we have focused on responding to the impact and long-term consequences of Covid-19, as well as supporting our residents to lead healthy lifestyles.

Further, the board have overseen delivery of a number of key pieces of work over the past year, such as developing a framework to give every child the best start in life, supporting children's mental health in schools, ongoing work to support carers and supporting the Covid-safe delivery of Rotherham Show as one of the first in-person large scale events many residents attended since the start of the pandemic.

Tackling health inequalities has been core to our focus over the last year. In order to ensure that the health of our most vulnerable residents is improving the fastest, a prevention and health inequalities sub-group has been established at place level.

In the coming year, we intend to hold a review of the impact of Covid-19 and lessons to be learnt from it. Health inequalities will be our main unifying theme. We also still need to consider the changes being brought in through the Health and Care Bill, including to our place-level ICP. Most of the work has taken place over the last year, but changes are still being finalised, with the full impact of the on the Health and Wellbeing Board, including its membership, yet to be determined. In the coming year we will also refresh our Health and Wellbeing Strategy, as well as the accompanying action plan to ensure alignment with our reviewed priorities and any place-level changes.



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
- The Rotherham NHS Foundation Trust
- Rotherham, Doncaster and South Humber NHS Foundation Trust
- Voluntary Action Rotherham
- Healthwatch Rotherham
- South Yorkshire Police
- 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 2021/22 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.

The JSNA is hosted on a live website called 'the Rotherham Data Hub.' The refresh for 2021/22 has seen the inclusion of small area data, to allow for analyses at ward level. All data from the JSNA is used to inform commissioning decisions and strategy development. In particular, the findings of the updated JSNA have informed the refresh of Health and Wellbeing Board priorities over the past year and the strategic approach to tackling health inequalities.

The Rotherham Data Hub is publicly accessible at 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:

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

The Health and Wellbeing Board receives regular updates against each of these four aims. As the priorities, which underpin each aim, have been updated since March 2018, the Health and Wellbeing Strategy will be refreshed in the coming year to reflect the agreed changes.



Pharmaceutical Needs Assessment (PNA)

The board has a statutory responsibility to undertake a PNA every three years. However, due to ongoing pressures across all sectors in response to the Covid-19 pandemic, the national requirement to publish renewed Pharmaceutical Needs Assessments was postponed. 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.

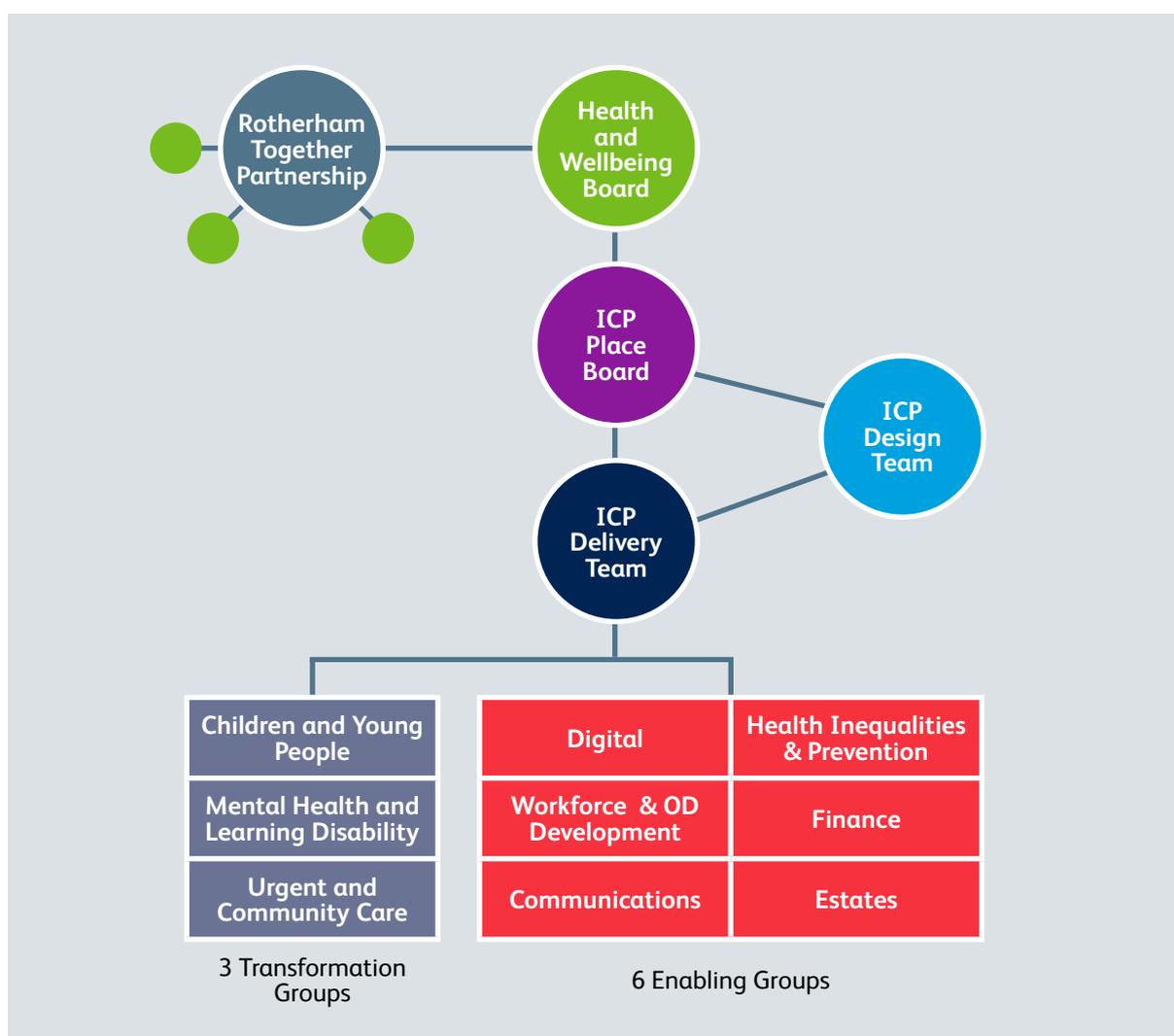
The current PNA for Rotherham now runs from April 2018 to October 2022. The needs assessment is currently ongoing and will be completed in October 2022.

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 and Health Inequalities enabling group was established. It met for the first time in May 2021.

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 Place Board regularly reports progress to the Health and Wellbeing Board, and there is 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 2021/22. Ensuring we are taking an integrated and co-ordinated approach to addressing issues relating to safeguarding will continue to be a priority for 2022/23.

KEY DATES - APRIL 2021 - MARCH 2022



WHAT'S WORKED WELL?

There has been significant progress made across the partnership over the past year to support delivery of the Health and Wellbeing Strategy.

Examples of some of the achievements to deliver the strategy in 2021/22 include:

- Following engagement with Public Health colleagues, RMBC catering services have achieved a Food for Life award. Further opportunities to improve food available in schools are being explored.
- A variety of programmes were delivered to support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs and alcohol, including the establishment of an outreach team to support frequent attenders to the TRFT Emergency Department with complex Alcohol and Mental Health needs
- To deliver the loneliness plan, Making Every Contact Count (MECC) training was launched and delivered to over 150 people and the Public Health England (PHE) Better Mental Health Fund Befriender project was delivered
- Libraries have launched programmes, including film screenings and death cafes, to become death positive spaces, where the public can have conversations around loss, grief, end of life planning and legacy
- A review of the strategic positioning of physical activity in Rotherham was undertaken and a series of recommendations are feeding into the development of future work.
- A variety of programmes were delivered to welcome women and girls into football, focussing on under-represented groups, and more are in development in preparation for the Women's Euros being hosted in Rotherham in summer 2022.



CASE STUDY

SPECIALISED SUPPORT FOR CHILDREN AND YOUNG PEOPLE'S MENTAL HEALTH IN SCHOOLS

'I like the journals because they help me to calm down when I am excited.'

'It helps me be calmer'

'It helps me with my self-esteem.' 'It helps me to get all my stress out on the paper.'

'The journals and lessons help me see Y7 in a positive way.'

'I really really like writing in my happy journal and I feel happy and confident putting all my thoughts in there.'

'It helps to calm me down.'

'I am really enjoying my journal because it gives me a voice but on a piece of paper.'

'It has helped me think about my worries for Y7 & what I can do to help me feel more confident.'

'It helps me get my worries out onto paper.'

The Covid-19 pandemic has disrupted the lives and education of children and young people and impacted on their mental health and wellbeing. Research with local school children and young people has shown increased levels of anxiety and stress after the first six months' of the pandemic, with a decline in young people feeling positive and managing problems well and an increase in young people feeling confused, uncertain and sad.

The Council's Children and Young People Services have responded to these worrying results by developing targeted support for children and young people in schools. They developed a Team Around the School (TAS) model of working, working with schools and creating new resources based on their needs, with a focus on mental health wellbeing, transition and including recovery from the impact of Covid-19 on pupils' wellbeing.

The project began to work with identified schools in early November 2021. A wide range of teams within Children's Services (Attendance, Inclusion, SEND, Early Help, Educational Psychology, Data and Finance) are working together with partner organisations, such as Rotherham Parent and Carers Forum and Voluntary Action Rotherham (VAR). Schools were selected based on need, for example those with a high percentage of most vulnerable pupils. The TAS group have created a tailored offer for each school to support young people and families to promote mental health and wellbeing, particularly at times of transition.

Programmes that schools have been using most to date are:

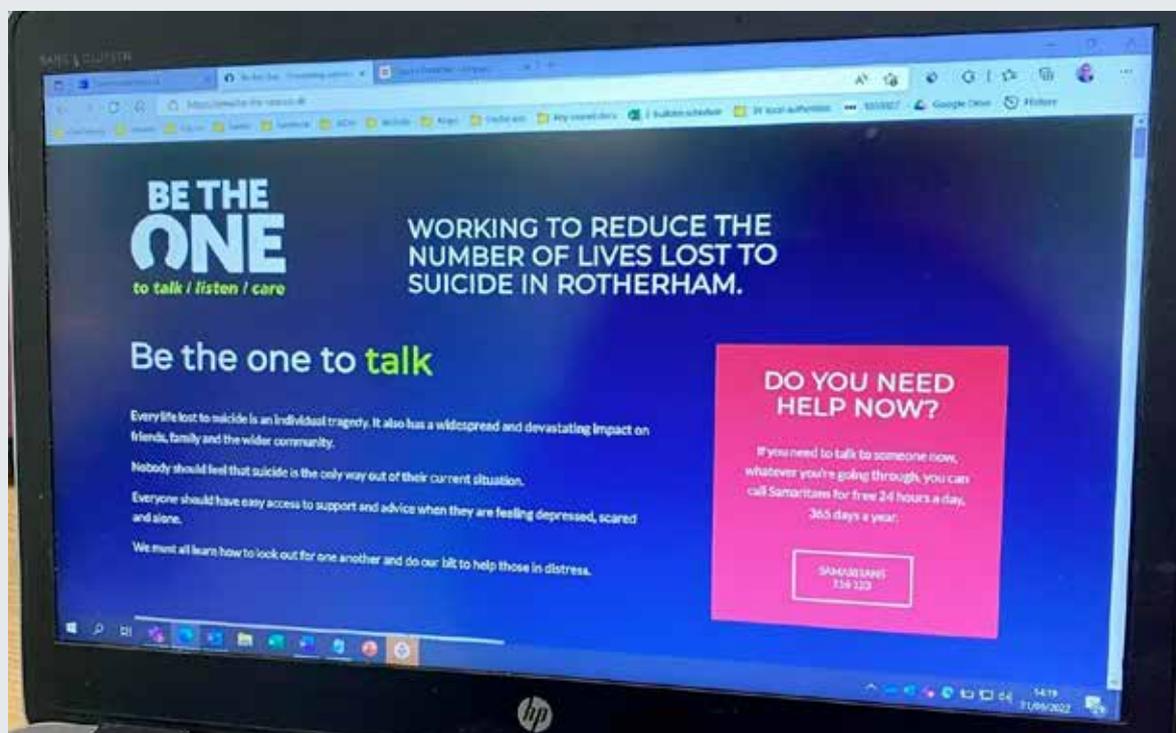
- myHappymind, an NHS and Ofsted endorsed wellbeing and healthy relationships programme for pupils
- Remote workshops for school staff to access support from the Educational Psychology Service within Children's Services to address individual or cohort needs in a timely manner, as well as providing bespoke training for school staff, including emotion coaching, staff wellbeing, trauma informed practice and bereavement support
- Weekly workshops provided by the Specialist Inclusion Team to promote awareness of mental health, wellbeing and relationships through transitions, which will be delivered in all target schools to the school lead and cohort of pupils.

So far, informal feedback from schools has been very positive: 'Coleridge Primary School has benefited immensely from the TAS programme and it's really supported our children, staff and families. The work conducted with our Y6 children with the myHappymind programme has really started to support our children's wellbeing and mental health and seeing themselves in a positive light. We have witnessed some marked improvements with some social, emotional and mental health (SEMH) children with their self-esteem and confidence. The TAS programme has been well organised and is going to have a long-lasting impact on our children over the next six months.'

Schools reported that improving the knowledge of staff around social, emotional and mental health has made a difference to date. While the evaluation is still ongoing, some schools have reported seen a reduction on fix term exclusions and an improvement in relationships with staff and their peers. The impact of the Team Around the School project will be measured through pupils completing pre and post Warwick Wellbeing Survey, as well as adult stakeholder pre and post surveys. The learning and impact from this whole school approach will be presented to the Health and Wellbeing Board in the coming year, as well as to primary headteachers in summer term 2023.

CASE STUDY

TRAINING STAFF ACROSS THE PARTNERSHIP ON SELF-HARM AND SUICIDE PREVENTION AWARENESS



Taking action to prevent suicide and self-harm is one of the board's priority areas and part of the work ongoing to enable all Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life. This includes awareness raising campaigns across the borough, such as the Be the One campaign, as well as the delivery of training to partner staff. This work was delivered under the Suicide Prevention and Self-Harm Action Plan 2020-22.

The latest suicide data shows that Rotherham has seen a small decrease in suicides for the period 2018-2020 from 2017- 2019, but the Rotherham's rate is still significantly higher than the rate for England at 10.4 per 100,000. Males still account for most deaths in Rotherham.

Between April 2021 and March 2022, council staff delivered training to over 100 people across the partnership to increase awareness on self-harm and suicide prevention. While the pandemic has disrupted the face-to-face programme of suicide prevention and self-harm training which was planned, a solution was sought to deliver these courses in a way which achieves the same learning outcomes whilst keeping participants safe. Virtual courses for suicide prevention and mental health first aid have been offered to all partner organisations with an emphasis on the voluntary sector, police and primary care. A second group of staff were trained as part of the Self Harm Train the Trainer project. After being signed off they deliver this awareness training to either staff or parents/carers.

- Over 80 people from across the partnership (targeting Voluntary and Community Sector (VCS), police and primary care as priority groups) attended virtual suicide prevention training courses
- Self-Harm Awareness sessions have been run by Early Help staff for parents and carers.
- In November and December, the PHS lead for suicide prevention and Mental Health Clinical Specialist (Safer Neighbourhood Team) delivered 4 suicide prevention sessions for RMBC Revs and Benefits Teams and a VCS community organisation.
- 2 suicide awareness sessions were delivered during Safeguarding awareness week in November by the PHS Lead for suicide and RMBC Adult Safeguarding Lead. These were attended by staff from across the partnership.
- Virtual Youth and Adult Mental Health First Aid courses attended by partner organisations.

Feedback from the suicide prevention training highlighted the impact of the training on attendees in raising their confidence and ability to support vulnerable people and those at risk of self-harm and suicide:

I feel more confident in the knowledge of being able to signpost any potential person who may have suicidal ideations and have a better understanding of how to deal with any given situation.

This session has given me more confidence to [talk to someone in crisis] and do it effectively until I can get the person in contact with the appropriate professional help. I've got a much better understanding of what to say to try and establish a connection with them and try and bring them back from the risk of acting on their thoughts at that time.

Having the time to listen to someone who is experiencing these suicidal thoughts and the importance of actively listening to them showing empathy and useful ways to connect to that person to a point of safety planning to reduce the risks.

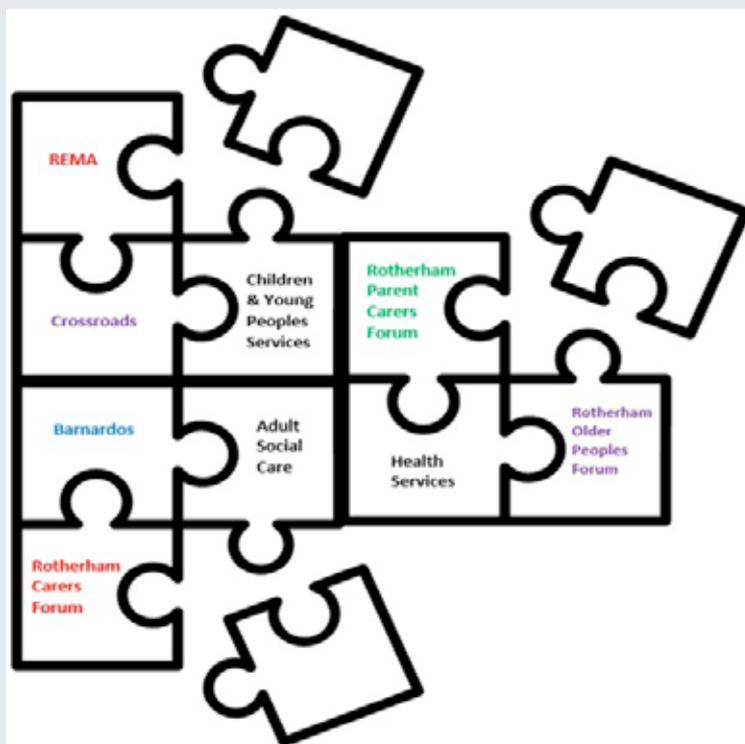
I can confidently say that the training helped my team enormously to better understand the pathways to support for vulnerable customers. My team are responsible for the recovery of Council Tax debt and actions that are often at an advanced stage. As debt can be a common trigger for customers suffering with their mental health it is critical that my team is equipped with the knowledge of where to go to help such customers and the training provided that reassurance. (Revenues, Benefits & Payments, RMBC).

Safeguarding and Wellbeing is an item on every Team Meeting we have. Before this training the majority of meetings saw staff articulate their worries about calls where a customer may be severely distressed or expressing suicidal thoughts.

Now, it is thankfully an item where more often than not, staff have no worries to raise and on the occasion where a staff member has had a call like this, they have dealt with it much better and utilised the additional tools/guides that were made available. (Revenues, Benefits & Payments, RMBC).

CASE STUDY

STRENGTHENING SUPPORT FOR CARERS THROUGH THE ESTABLISHMENT OF 'THE BOROUGH THAT CARES STRATEGIC GROUP'



The Rotherham Health and Wellbeing Board sets out a vision for Rotherham to be a carer friendly borough. More than 30,000 people are providing unpaid care in Rotherham, often alongside work or education, for someone who otherwise could not manage without our help due to illness, disability, addiction or mental ill health. The Covid-19 crisis has emphasised the fundamental importance of taking action to improve the way unpaid carers are identified, recognised and supported.

According to the Census figures in 2011 Rotherham had 31,001 carers. Findings from Carers UK July 2021 suggested there have been 4.5 million new carers since the start of the pandemic. Analysis showed that almost half of carers providing 20+ hours of care per week during the second wave of the pandemic were not previously providing care (45 %). Locally, this would push our Rotherham number well over 45,000.

Evidence suggests that many carers feel isolated, under-valued, taken for granted and overlooked. This combination further impacts upon the physical, mental and economic health and wellbeing already experienced by many carers. As carers have been disproportionately affected during the pandemic, both socially and economically, creating a borough that cares for its carers is more important than ever. The borough's new strategic framework will be achieved through strong partnership approaches to ensure carers in Rotherham stay mentally and physically healthy, and economically active, for longer.

Carer organisations came together in May 2020 to ensure a joined-up response to the Covid-19 Pandemic. The Unpaid Carers Group formed to support the emergency response work and this ensured the carer partnership was as strong as it could be in the most extreme of circumstances. These organisations remained connected and through 2021 shaped and created our Strategic Framework for 2022-2025. The group then became 'Our Borough That Cares Strategic Group'.

The group consists of people from health, social care, the voluntary sector and crucially people with lived experience. To create a carer friendly borough, we need to ensure carers are involved in making key decisions about action plans and the delivery of services. Our work will focus on what everyone agrees is important not just the priorities of one group. Everyone will be involved all the way through the work – from planning to delivering to evaluating. This is about real-life impact and change for carers; we have created a strategic framework from the individual stories of the people who know best about caring - our carers.

CASE STUDY

DELIVERY OF ROTHERHAM SHOW IN A COVID-SAFE WAY



Arts and Cultural programmes and events are key for people to connect with others and get outdoors, all of which benefits people's personal wellbeing.

Due to the Covid-19 pandemic, Rotherham Show did not take place in 2020, instead a creative recovery programme was launched to support communities to safely and confidently return to cultural activities. Rotherham Together hosted more than 60 events and experiences across seven months including a large-scale Land Art mural which was installed at Clifton Park on the dates that the show would have taken place that year.

In 2021 due to delays and changes in Government Guidance events were only given permission to return from June 2021 and Rotherham Show was the first major event in the borough to return.

Demonstrator events in neighbouring areas had led to a large spike in Covid-19 cases and while many wanted to see things start to return there was also a lot of nervousness around the potential spread of infection, particularly among audience who had been more adversely affected by the pandemic such as older people and global majority communities.

Rotherham Show was delivered from 3rd to 5th September. The event altered its usual format increasing to a 3-day event which provided a quieter, more relaxed day on the Friday for audiences who were more cautious and wanted to return to cultural life without navigating large crowds. The layout of show was altered to remove bottle necks and open up space for people distance even at busier times. The infrastructure of the show was changed from closed marquees to open sided canopies and stages to aid ventilation. Signage was adopted across the site reminding people of the current guidance regarding Covid-19, hand sanitisers were brought in across the site and additional cleaning for high traffic areas was provided.

The show saw a packed programme of performances, events and things to do. On the Main Stage, there was a diverse programme of music and performance, while elsewhere, the Made in Rotherham Area of the show celebrated the creativity, vibrancy, resilience and diversity of our town, showcasing flavours from across the world through locally made food, art, music and performance. The programme also saw a wide range of activities for children and families, including entertainment and interactive play.

In addition to the Covid-19 mitigation measures the Vaccine Bus attended the show to try to encourage audiences who would not normally access GP services to take the vaccine.

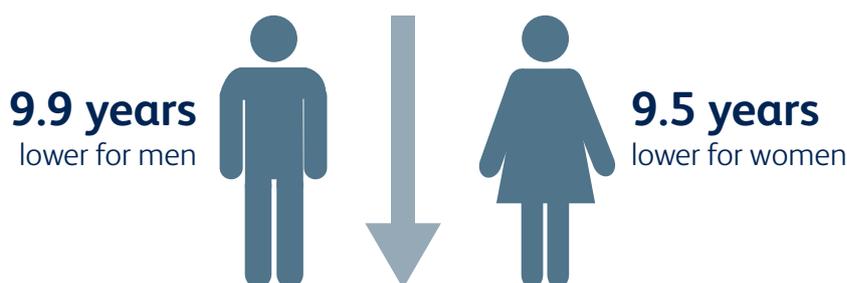
Evaluation of both the event and the Covid-19 statistics showed that the event was managed safely with infection rates falling during the period of delivery and only three reported 'suspected' cases of Covid-19 reported from the show.

The evaluation headlines include:

- An estimated audience of 100,000 attended over the three days
- Recognition that the show is organised by the Council rose from 64 % in 2019 to 80 % in 2021
- For 72 % of visitors Rotherham Show was their first event or cultural experience since lockdown restrictions were removed in June 2021
- The satisfaction rating rose from 96 % in 2019 to 98 % in 2021
- 3,000 people got their Covid-19 vaccine over the course of the three days, predominantly from audiences who not otherwise engage.
- The age range shifted with lower attendance from younger (16-24) and older audiences (55+) but all other age ranges grew
- The audience was more diverse rising from 7 % to 10 % Global Majority communities considering the Diversity Festival did not take place and some nervousness had been expressed by partner organisations who support these communities the increase was a positive statement of confidence from diverse communities.
- The gender balance shifted from 2019 to 2021, in 2019 75 % of the audience were female which changed to 59 % in 2021

WHAT ARE WE WORRIED ABOUT?

There are large gaps in life expectancy and healthy life expectancy both within the borough and compared with the national average. Moreover, the coronavirus pandemic has exacerbated existing health inequalities, with the most disadvantaged communities being hit the hardest. Life expectancy is lower for men and women in the most deprived areas of Rotherham compared to the most affluent areas (2018-2020).

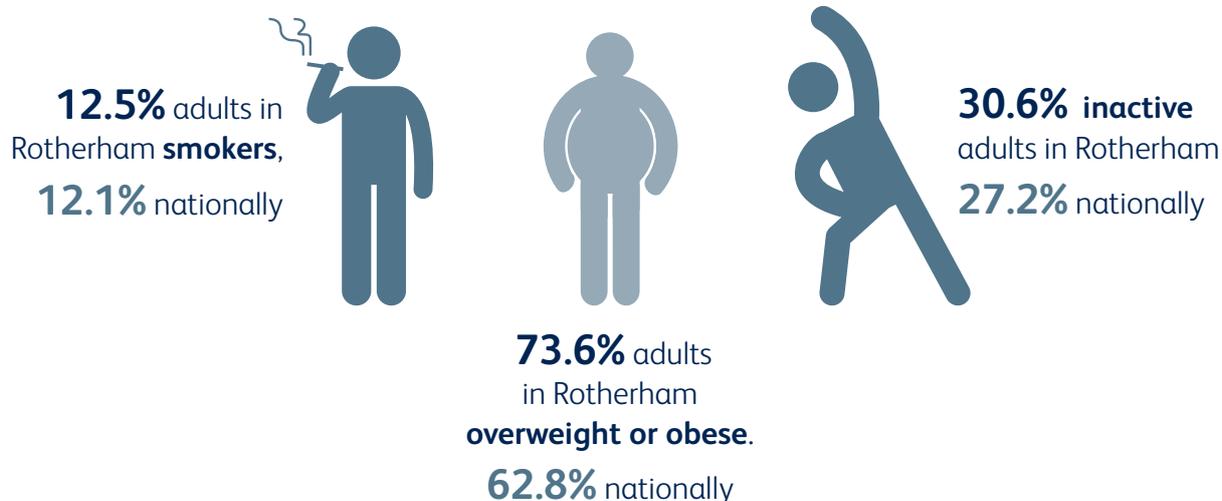


The leading causes of death in Rotherham include ischaemic heart disease (IHD), stroke, lung cancer, COPD and Alzheimer's/dementia.

The risk factors contributing the most to deaths in Rotherham are smoking, high blood pressure, high blood glucose, high BMI and high cholesterol.

Considering the picture for some of these key risk factors in Rotherham:

- Smoking prevalence in adults is higher than the national and regional averages.
- There is a high prevalence of both childhood and adult obesity with a strong correlation with areas of highest deprivation.
- A significant proportion of adults are physically inactive.

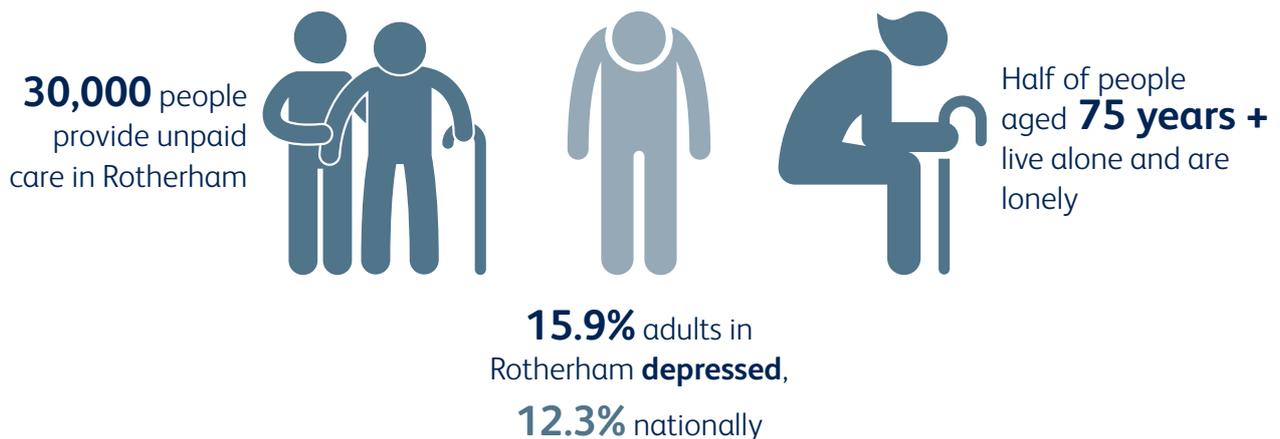


Mental health and wellbeing are also a concern, including isolation and loneliness:

- In Rotherham, self-reported wellbeing scores for 2018/19 were significantly worse than England in relation to low satisfaction, low happiness and anxiety.
- Loneliness was a public health concern both nationally and locally prior to the pandemic with all ages experiencing loneliness. The pandemic has heightened this as an issue and referrals for befriending support in Rotherham have reinforced that this is an issue across the life course.
- The percentage of adults registered with GPs for depression is higher than the national average and has been increasing in Rotherham since 2013/14
- Rotherham's suicide rate is higher than the national average.

More than 30,000 people are providing unpaid care in Rotherham, often alongside work or education, for someone who otherwise could not manage without our help due to illness, disability, addiction or mental ill health

Evidence suggests that many carers feel isolated, under-valued, taken for granted and overlooked.



WHAT WILL WE DO NEXT?

Supporting local people as we continue to recover from the impacts of Covid-19 will be key to the Health and Wellbeing Board, with a focus on reducing health inequalities and prevention and early intervention.

The Health and Wellbeing Board will now:

- Refresh its strategy based on the newly agreed priorities, including delivering a loneliness plan, ensuring support is in place for carers and developing a borough that supports a healthy lifestyle.
- Engage with member across partner organisations and board sponsors to update the board's the action plan which underpins the strategy.
- Embed a prevention-led systems approach across the Place.
- Work with the South Yorkshire and Bassetlaw ICS to shape the future arrangements.
- Continue to monitor the longer-term impacts of the pandemic on our communities.
- Focus on reducing health inequalities between our most and least deprived communities.