

# WHAT KEEPS US HEALTHY, HAPPY AND WELL IN ROTHERHAM?

## 2018 Annual Report of the Director of Public Health



[www.rotherham.gov.uk](http://www.rotherham.gov.uk)



# FOREWORD

The annual Director of Public Health report is an opportunity to share my thoughts on the health and wellbeing of the population of Rotherham.

In the previous three years we have followed the life course, looking at the health challenges from childhood through to older age and what we can do to help people to start well, live well and age well. However, this year I have chosen to ask you, the people of Rotherham, what it means to you to be healthy, happy and well in Rotherham.

I am grateful for the photographs that you have shared that together capture so well the value of our environment and community in supporting our wellbeing. I hope that this report helps to celebrate some of the strengths of our local communities and encourages us to start by thinking about what matters to you and how we can build on what is already 'strong' as we try to address some of the challenges of improving health and wellbeing.

**Teresa Roche**, Director of Public Health,  
Rotherham Metropolitan Borough Council



# WHAT DOES KEEPING HEALTHY, HAPPY AND WELL IN ROTHERHAM MEAN TO YOU?

We asked people in Rotherham to send in photographs that showed what it meant to you to keep healthy, happy and well. From all these photos, there were two strong themes represented: our environment and our communities.

## OUR ENVIRONMENT

A strong theme of the photos was a sense of our environment in which we live and how this can make us feel. There is strong evidence that access to green spaces improves mental health. Use of green spaces is associated with a decrease in health complaints, improved blood pressure and cholesterol levels, reduced stress, improved general health perceptions and a greater ability to face problems.

► *We're a group called **The Meeting Place for Adults with learning difficulties.** We meet twice a week (Monday and Saturday) for social activities.*



▼ *I love walking around Thrybergh country park. Whatever the weather, there is always something to see. I like to finish off with a lovely hot cup of tea and bun from the cafe.*



## FACTS AND FIGURES

- Around 70 % of land in Rotherham borough is classed as rural in nature
- Nearly a quarter of residents have accessible woodland nearby
- Around 1 in 8 people are estimated to be using outdoor space for exercise or health reasons

## OUR COMMUNITIES

Perhaps the strongest theme of all from the photos was the importance of spending time with other people. These were people with common interests, or who lived in the same neighbourhoods, or who worked together, all contributing to healthy social networks.

The number of people living on their own is rising, particularly amongst older people. At the same time, social relationships are broadening and we are becoming increasingly inter-connected through digital networks such as social media. The impact of this on health is highly uncertain, so it is important to consider how we can ensure people can enhance their social networks and communities in a way which continues to be supportive to their wellbeing.

For many people, work provides connection to other people. Being in work is generally good for our health. However, working in a stressful environment can be detrimental to mental and physical health in both the short and the long term. Musculoskeletal disorders, stress, depression or anxiety, account for around three-quarters of work-related conditions. Many workplaces in Rotherham are now aware of the importance of supporting staff wellbeing.

## FACTS AND FIGURES

- In Rotherham nearly a quarter of people aged 16 and over are members of sports clubs
- Nearly half of adult social care users felt they had as much social contact as they liked
- Nationally, people spend around two hours a day on social media
- Nationally, around 2 in 5 people are volunteers spending around 1½ hours per week in unpaid work or services
- Rotherham has similar rates of employment as the England average, with more than 3 in 4 people aged 16-64 years in employment

► *At Headway Bowling we offer our members, who have acquired brain injuries, a variety of different activities. This helps to keep them happy and healthy and reduces social isolation.*



◀ *The Victoria Street Allotments group in Dinnington transforms unused land into allotments, provides physical and social activity, addressing isolation and loneliness and allowing residents to grow and cook their own food.*

▼ *Rawmarsh Runners are based in Rosehill Park. Being part of this group keeps me happy, healthy and well. We run or walk in a social and welcoming environment.*



▲ *We enjoy our weekly circuit class at our Rotherham CCG offices.*

## FIVE WAYS TO WELLBEING

The concept of wellbeing is about feeling good and functioning well. Feelings of happiness, contentment, enjoyment, curiosity and engagement are characteristic of someone who has a positive experience of their life. Equally important for wellbeing is our functioning in the world. Experiencing positive relationships, having some control over one's life and having a sense of purpose are all important attributes of wellbeing.

Interestingly, when we looked at all the photos we also found that between them they covered all the aspects of the 'five ways to wellbeing'. We know that mental wellbeing impacts on physical wellbeing and that feeling happy is an important part of feeling well. Evidence suggests that building the following five actions into our day-to-day lives is important for well-being.

► *Kayaking at Rother Valley Country Park is a great way to keep fit with friends and colleagues.*



▲ *'Mini Millers' provides fun sessions for children up to five years of age to develop running, jumping, kicking, throwing and catching skills.*

1.



Exercising makes us feel good. Evidence shows that regular physical activity is associated with a greater sense of wellbeing and lower rates of depression and anxiety across all age groups. Even small changes in activity levels, such as short bouts of up to 10 minutes of low intensity exercise like walking, has been shown to improve mood.



▲ *Cycling with Rotherham Wheelers Cycling Club and walking local footpaths keeps me fit and healthy.*

## FACTS AND FIGURES

- In a survey asking residents how satisfied they were with their life nowadays, more than 75% of adults in Rotherham had a high satisfaction score
- When asked how happy did you feel yesterday, 71% reported high happiness scores



◀ *The Mature Millers meet weekly and love a game of walking football. Members of the group include former Millers players as well as members of the community who have never played football.*



▲ *I help to organise weekly indoor bowls. Short Mat Bowls which anyone can play.*



► *At Montgomery Hall in Wath, we welcome groups including: knitting; sewing; gentle exercise; bingo; boccia; curling and line dancing. These groups bring a social aspect to people's lives.*



By connecting with the people around us, (family, friends, colleagues and neighbours), at home, work, school or in our local community, we are better supported and enriched. Social relationships are critical for acting as a buffer against mental ill health for people across all ages. By strengthening and broadening our social networks we can maintain and improve our wellbeing.



▲ *Hard work in the garden pays off with a Wendy Keith Award.*



▲ Voluntary Action Rotherham's 2018 Volunteer Walk through Rotherham Town Centre.

▼ Being a part of our local litter pick group gives us pride in our area and keeps us active in the fresh air.



## FACTS AND FIGURES

- Recorded prevalence of depression in Rotherham is 13.4%
- 1 in 4 people will experience mental ill health at some point in their life

▼ Giving made easy at a coffee morning raising funds for Prostate Cancer UK at Mowbray Gardens Library.



3.



By seeing ourselves and our happiness, linked to the wider community can be incredibly rewarding and helps us to create connections with the people around us. Evidence shows that feelings of happiness and life satisfaction have been strongly associated with active participation in social and community life. For older people, volunteering is associated with more positive affect and more meaning in life and offering support to others has even been shown to be associated with reduced mortality rates.



▲ An English for Speakers of Other Languages student (ESOL) receiving a certificate.



▲ I run a community group called Crafty Talk in Brinsworth and I get joy seeing people loving the company a cuppa and crafting.



► **Cooking at Headway**  
We offer our members, who have acquired brain injuries, a variety of different activities. This helps keep them happy and healthy and reduce social isolation.



▲ Defibrillator training for defib machines in libraries in partnership with British Heart Foundations, StartAHeart 24:7 and Yorkshire Ambulance Service.



**4.** Whether it's trying something new or re-discovering an old interest, it can be enjoyable to achieve a new challenge. Learning new things makes us more confident as well as being fun. For children, learning plays an important role in social and cognitive development. However, the continuation of learning throughout life has the benefits of enhancing an individual's self-esteem, encouraging social interaction and a more active life.

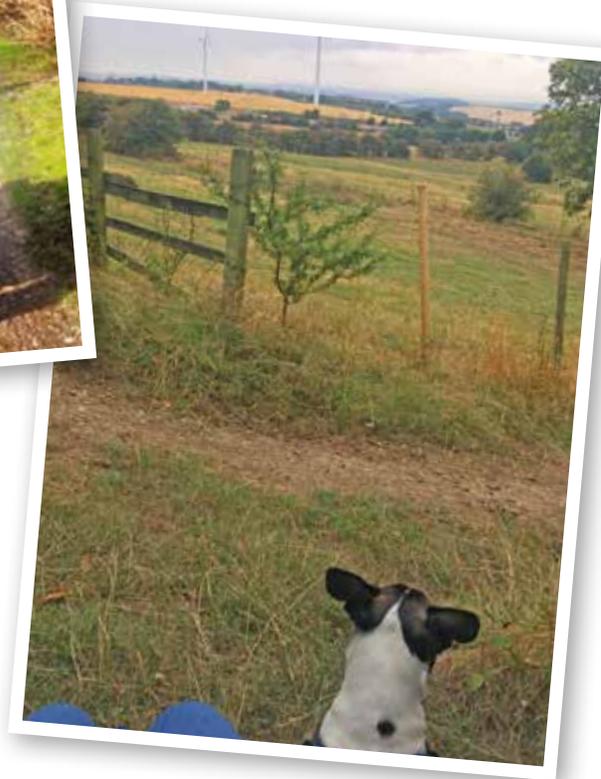


▲ *Bulb planting at Eastwood village.*

► *I keep fit and healthy with a balanced diet and being a regular member of Team Manvers at Manvers BoatClub, Wath.*



► *I keep happy and healthy by going on daily walks with my dog. I walk around the local area of Thurcroft, via public footpaths through the countryside.*



◀ *Walking with friends is a great way to keep healthy and happy.*

5.



By being aware of the world around us and what we are feeling and reflecting on our experiences it helps us to appreciate what matters to us. This can be just being curious, catching sight of the beautiful or remarking on the unusual and savour the moment.

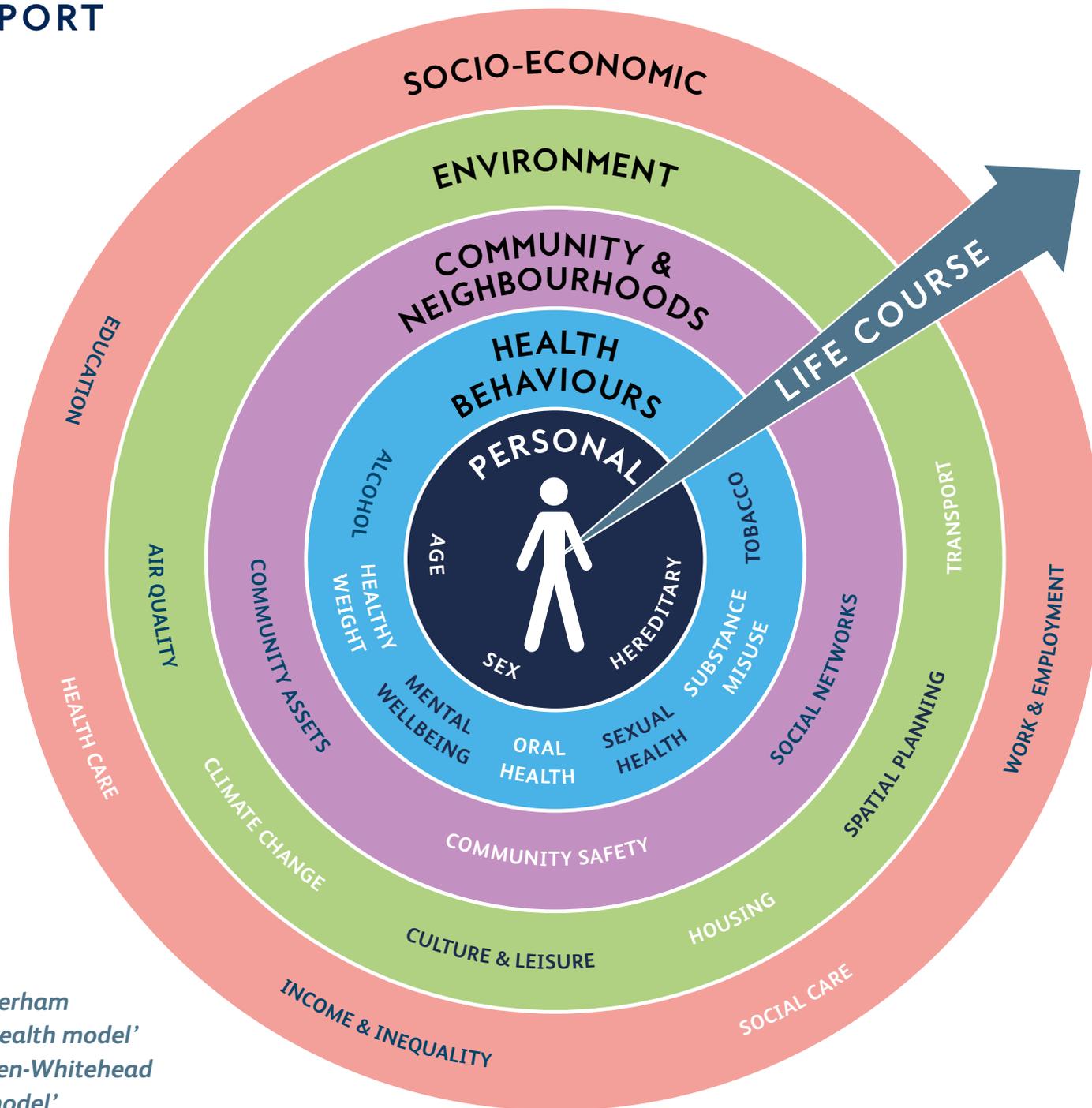
*Watch our video about how important it is to incorporate the five ways to wellbeing into our daily lives.*



# WHAT CAN WE DO TO SUPPORT HEALTH AND WELLBEING?

When we look at all the factors known to influence health and wellbeing, we can see why people are right to recognise the importance of our social networks, communities and our environment. Our health is not only influenced by obvious health behaviours (such as smoking, alcohol, diet and exercise) and the health care we receive, but also by our social interactions with others, our sense of community, the environment we live in and our economic circumstances.

Research has shown that individuals with adequate social relationships have a 50% greater likelihood of survival compared to those with poor or insufficient social relationships. The magnitude of this effect is comparable with quitting smoking and it exceeds many well-known risk factors for mortality (such as obesity and physical inactivity). Social relationships are also particularly important in increasing resilience and promoting recovery from illness in socio-economic circumstances that otherwise would be detrimental to health.



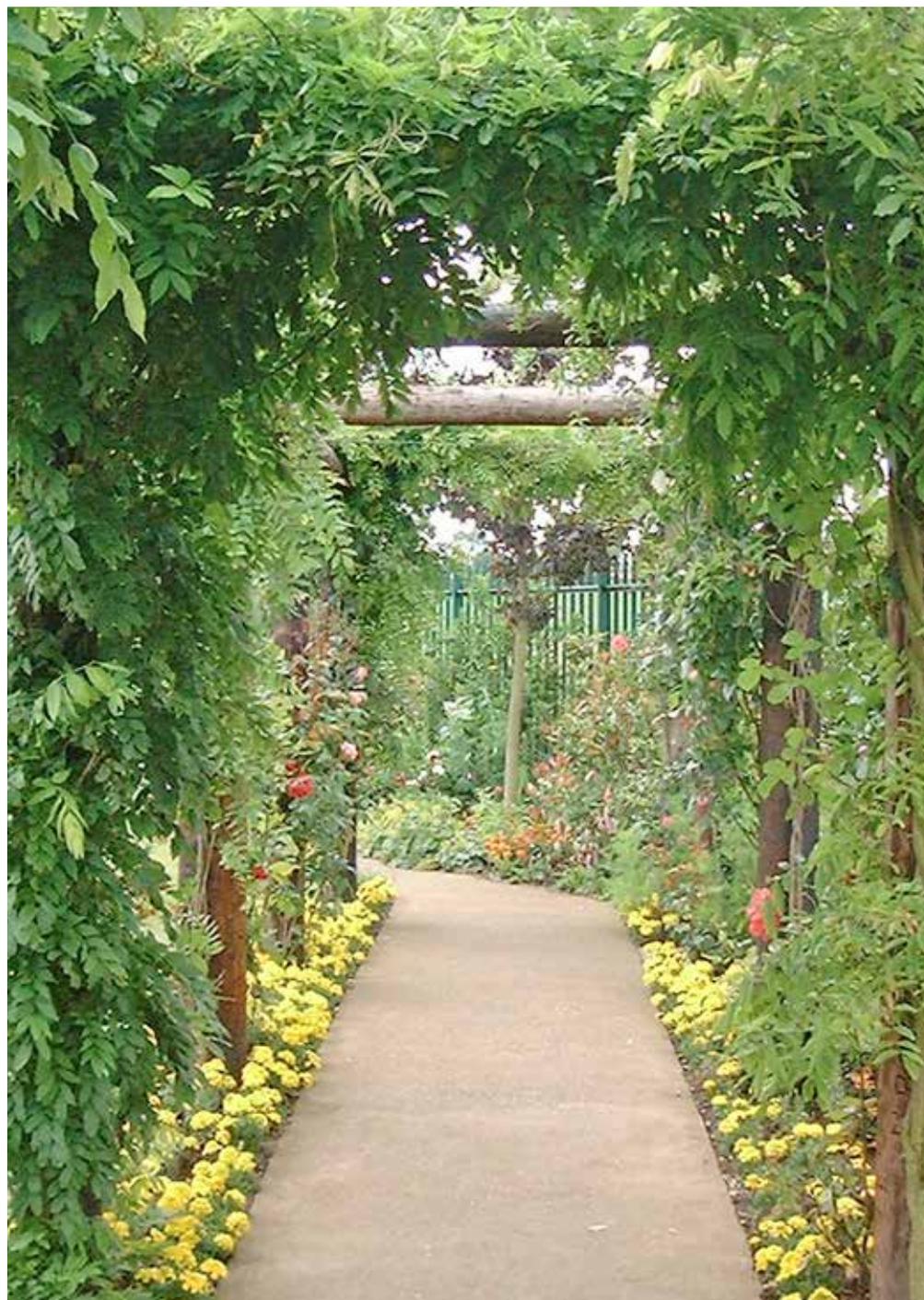
► **Diagram: Rotherham 'influencers on health model' based on Dahlgren-Whitehead 1991 'rainbow model'**

We need to value our communities and the significant role they can play in improving health and wellbeing. The assets within communities, such as skills, knowledge and social networks, are the building blocks for good health, whereas a focus on needs and deficits limits the options available, and sometimes increases stigma by labelling people with problems. The support from peers who share similar life experiences can be a powerful tool for improving and maintaining health, addressing social isolation and loneliness which are associated with higher risks of mortality and morbidity.

Power and participation matter to health, at an individual and a collective level. When individuals gain a sense of control over their lives and health, such as through development of personal skills, self-confidence and coping mechanisms, the self-efficacy, self-esteem, confidence to change and problem solving skills that result are factors which support the adoption of positive health behaviours and self-care.

Therefore by aiming to try to change the way we work with our residents, such as by working 'with' rather than 'for', and by seeking first to understand our communities and their strengths, we can better support people to live healthier lives.

► *I volunteer at Winthrop Gardens, a one acre community garden in Wickersley. Designed for peace and tranquillity, Winthrop is inclusive and accessible to all. The Winthrop ethos is very much about extending the warmest of welcomes to those who need that extra little bit of friendship and support. We provide a range of volunteering opportunities, run a monthly memory cafe for people living with dementia and their carers, and support a range of activities including craft groups.*



## RECOMMENDATIONS

I hope this report will inspire the people of Rotherham, Councillors, Council colleagues and partner organisations to:

- Consider 'health and wellbeing' in the wider context of being influenced by everything around us.
- Seek first to understand what is 'strong' in our communities and what assets we can build on together to support the health and wellbeing of our residents.



## WHAT WE WILL DO TOGETHER

- Public Health will lead the development of the re-launch of the Rotherham Joint Strategic Needs Assessment to ensure we all have access to clearer insight into the interplay of the factors that influence health and to better describe the assets and strengths of our communities.
- All partners should continue to raise awareness of the 'Five Ways to Wellbeing' and the issue of loneliness, such as through collaborative campaigns and Making Every Contact Count training, and embedding the importance of general mental wellbeing into the delivery of contracted services. This will include safe talk and mental health first aid training for Rotherham Council staff groups, Councillors and voluntary community sector organisations, and targeted suicide prevention training and work in South and Central wards, and a men's mental health football project.
- Public health will support a programme of workforce development and training as part of the [Thriving Neighbourhoods Strategy](#), to improve skills and understanding around asset-based working.
- Partners should work together to enable the local voluntary and community sector to support the expansion of the offer of social prescribing as described in the NHS long term plan. This should build on the learning from the newly launched South area multi-agency group pilot work on loneliness. The role of voluntary sector organisations (such as REMA and RotherFed) and Voluntary Action Rotherham and their [volunteer centre](#) will be vital in supporting local smaller community organisations in building capacity and sustaining local community-based activity.
- All partners should continue to support the 'Working Win' pilot to support those with mental or physical health conditions to remain in work or gain employment and work together to consider sustainability of this approach.
- All partners should encourage local workplaces to commit to improving the health and wellbeing of their staff through the Rotherham launch of the South Yorkshire BeWell@Work Award.
- Public Health will work with a community arts organisation to create an interactive art work at the Rotherham Show based on this report, stimulating more people to get involved in thinking about what keeps them healthy, happy and well.

◀ *At Headway we offer our members, who have acquired brain injuries, a variety of different activities. This helps keep them happy and healthy and reduce social isolation.*

# PROGRESS ON LAST YEAR'S RECOMMENDATIONS

A brief summary of progress on the recommendations in last year's report on the health and wellbeing of the working population is included below.

| 2017 RECOMMENDATIONS   | PROGRESS  |
|--|---|
| <p>1. Work and health in partnership – To help more people back into work with stronger health and employment connectivity with links to emotional wellbeing. Continue to work with workplaces to embed a systematic approach to Making Every Contact Count.</p> | <p>Rotherham Public Health team have been working with Doncaster, Barnsley and Sheffield councils to develop a South Yorkshire Bewell@work award scheme. This replaces the national workplace charter that ceased operation in 2018. Rotherham now has seven local organisations that have completed the pilot and have achieved the award. These include two schools, two from the adult care sector, one recruitment agency, one charitable organisation and one community organisation. The official launch of the Bewell@work award scheme will take place on 6th March at New York stadium with 120 people from local businesses.</p> <p>In order to support achievement of the award training is offered on different topic areas, including Workplace Health champions. 35 workplace champions have been trained so far.</p> |
| <p>2. Making Every Contact Count – working with partners to deliver MECC (Healthy Chats) which is a key component of the Rotherham Integrated Health and Social Care Strategy.</p>   | <p>Throughout 2018 we have delivered MECC training to 316 staff. In 2018 the MECC training focused on smoking and alcohol. From April 2019 we will be focussing the training on social isolation and loneliness. This second wave will be piloted through the South multi-agency group, with further roll-out throughout Rotherham.</p>   |
| <p>3. Mental health – Public Health to lead on the implementation of the Better Mental Health For All Strategy, with a specific focus in year one on Suicide Prevention and Five Ways to Wellbeing.</p>  | <p>The Health and Wellbeing Board's Five Ways to Wellbeing Campaign was launched in May 2018 and since this time partners have been engaged in promoting the Five Ways key messages to staff and the general public.</p> <p>The Rotherham Suicide Prevention and Self Harm Action Plan has been refreshed in line with emerging themes and priorities. South Yorkshire and Bassetlaw has secured suicide prevention funding from NHS England, and the Public Health team have been working with Rotherham CCG and local partners to look at how this will be spent in Rotherham. Initiatives include training for primary care and frontline staff and a suicide prevention small grants scheme targeting men.</p>  |

## PROGRESS ON LAST YEAR'S RECOMMENDATIONS (CONTINUED)

A brief summary of progress on the recommendations in last year's report on the health and wellbeing of the working population is included below.

| 2017 RECOMMENDATIONS  | PROGRESS   |
|---|--|
| <p>4. Physical activity – Public Health will work with the Rotherham Activity Partnership to increase physical activity across Rotherham using opportunities such as our award winning parks (green spaces), promoting active travel and working with planning departments to combat obesogenic environments.</p> | <p>Rotherham Activity Partnership is now established, bringing a range of partners together from the Council, health, police, voluntary community sector, and leisure centres to 'plan, promote and co-ordinate physical activity and sport, so that it is an everyday part of people's lives.' Public health are also leading on the development of a local 'Healthy Weight for All' plan, which this work will contribute to.</p> <p>During this year, Rotherham was also a national Public Health England pilot area for phase one of a Physical Activity Clinical Advice Pad project, in which GP practices have been supported with training and resources to better enable clinical staff to have brief conversations with patients, encouraging them to make small changes to increase their levels of physical activity.</p> |
| <p>5. Continue to deliver on South Yorkshire and Bassetlaw wider partnership to deliver on the health and social care plan.</p>   | <p>Progress is being made to deliver on the prevention requirements of the Integrated Care System (ICS), with ongoing discussions with NHS partners to explore the opportunities for population health management using the Rotherham Shared care record. Current priorities for the ICS include social prescribing and tobacco dependency. The Public Health team are supporting The Rotherham Foundation Hospital Trust to implement the South Yorkshire QUIT programme, ensuring all patients attending hospital are offered support to stop smoking.</p>   |



## FURTHER INFORMATION

Below is a list of references that were used in the preparation of this report. They provide interesting further reading on the concepts discussed.

Further data on the health of the people of Rotherham can also be found in the Joint Strategic Needs Assessment (<https://www.rotherham.gov.uk/jsna/>). However as noted in the recommendations, this is will be undergoing significant changes to structure and content, to give clearer insight into the interplay of the factors that influence health and to better describe the assets and strengths of our communities.

### Determinants of health

- <https://www.kingsfund.org.uk/projects/vision-population-health-england>
- <https://www.health.org.uk/infographic/what-makes-us-healthy>

### Community-centred approaches

- <https://www.gov.uk/government/publications/health-and-wellbeing-a-guide-to-community-centred-approaches>
- <https://whatworkswellbeing.org/product/joint-decision-making-full-report>
- [http://www.euro.who.int/\\_\\_data/assets/pdf\\_file/0003/382971/hen-60-eng.pdf?ua=1](http://www.euro.who.int/__data/assets/pdf_file/0003/382971/hen-60-eng.pdf?ua=1)
- <https://www.local.gov.uk/asset-approach-community-wellbeing-glass-half-full>

### Five Ways to Wellbeing

- <https://neweconomics.org/2008/10/five-ways-to-wellbeing-the-evidence>
- [https://www.rotherham.gov.uk/homepage/486/five\\_ways\\_to\\_wellbeing](https://www.rotherham.gov.uk/homepage/486/five_ways_to_wellbeing)

## ACKNOWLEDGEMENTS

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