

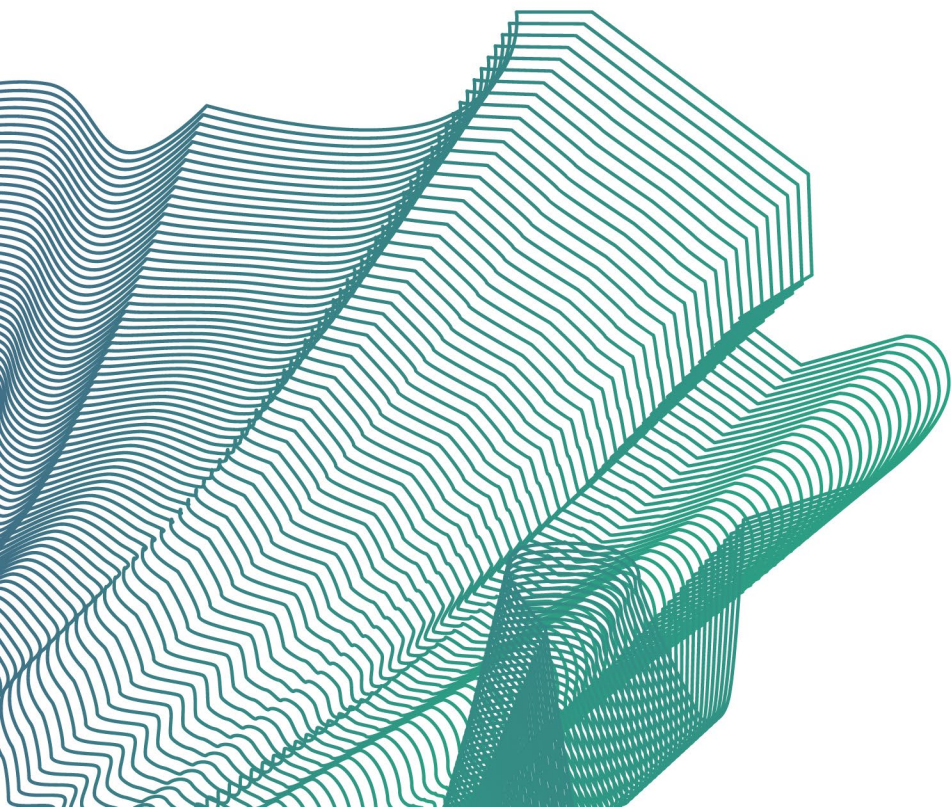
ROTHERHAM

ROTHERHAM PLACE PARTNERSHIP | HEALTH AND SOCIAL CARE

Rotherham Place Board

Spotlight – *Communications and Engagement*

Wednesday 19th October 2022



South Yorkshire
Integrated Care Board

**Rotherham, Doncaster
and South Humber**
NHS Foundation Trust

The Rotherham
NHS Foundation Trust

Rotherham 
Metropolitan
Borough Council



 **CONNECT
HEALTHCARE**
ROTHERHAM CIC

What's working well

- Strong partnership relationships, leadership and joint working across health and care.

- Campaigns:

- Be the One
- Rotherhive
- Winter/Covid boosters
- Cost of Living



- Close working with enabler and transformation groups
 - Community mental health transformation
 - Virtual wards
 - Mental health – suicide prevention and service offer
 - Prevention and inequalities – campaign
 - Recruitment event
 - Digital inclusion

Challenges and Risks

- Operational v transformational – capacity to deliver on both agendas
- Health and care message fatigue amongst the population – balanced against cost of living priorities
- Layering of communications in region, system and place
- Consistency of communications messages to the workforce on key transformational priorities

What needs to happen next

- Further development of place-partnership brand and digital offer – in line with ICB/ICP and prevention work.
- Awards and achievements – internal and external
- Communication to partners – place update newsletter well received
- ICP communications and engagement strategy update
 - aligning to south yorkshire ICB/ICP
 - Communications and engagement priorities
 - Action plan of delivery