



South Yorkshire Integrated Care Partnership

Strategy Launch: 21 March 2023 and beyond

#OurFutureSouthYorkshire
Creative Toolkit

Invitation to take part

This strategy will improve the health of our communities across Barnsley, Rotherham, Doncaster and Sheffield, tackle deep seated inequalities in health outcomes and access, make the most of the resources we have, and make sure our health and care services support our wider objectives as a region.

If we succeed in making it happen, it will make South Yorkshire a healthier, wealthier and happy place. There will be lots of things happening across SY in the week but we are asking for your support starting a conversation about [#OurFutureSouthYorkshire](#) with your friends, work colleagues and communities.

The Creative Toolkit has lots of suggestions in it about how you can share [#OurFutureSouthYorkshire](#) and resources to use, but we know you are a creative lot in South Yorkshire and will find your own innovative and clever ways of exploring our Big Question:

- What South Yorkshire do you want the next generation to grow up in?

Please join in and do something themed around the strategy launch in your organisation, with your workforce, in your place. We want everyone to be involved in this special week.

See you there.

Oliver Coppard, Mayor of South Yorkshire.

Creative toolkit: #OurFutureSouthYorkshire

The '#OurFutureSouthYorkshire' campaign offers a platform for our communities to tell their stories about the South Yorkshire they want future generations to grow up in.

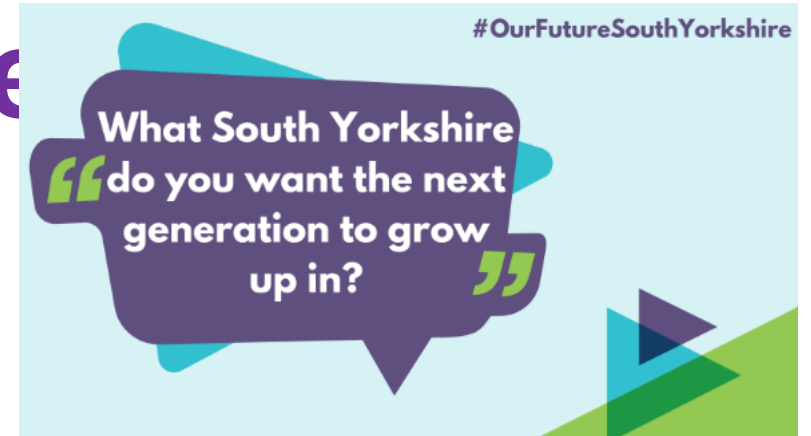
Our hopes for a healthier South Yorkshire are linked to the launch of the [Integrated Care Partnership strategy](#).

We want to promote the importance of a child's first 1,001 days, and start a big conversation about health and care. The campaign will pose a really simple test and a Big Question:

- What South Yorkshire do you want the next generation to grow up in?

This campaign is open to people of all ages, all 1.4m of us in South Yorkshire. It takes a wide-ranging view of health and focus on the wider issues that affect health and wellbeing, including education and skills, communities and families, work, homes, transport, the environment and access to green areas and an inclusive economy.

We want all our communities to be able to say in digital words, images, videos or in writing what matters for the future. The Mayor has invited all of you, and the organisations you work for or are involved with to be a part of this.



Getting involved

Getting involved is simple. You can design your own activity and deliver it with your group. Things you might do:

Host an event: to respond to the Big Question in your workplace using the short intro film clip and the plan on a page. If you do this, please share the photos and stories back with us

Tea and Talk: Take a break with your staff or team and share the strategy and the Big Question with them in a relaxed environment

VoxPops: Capture people's responses to the Big Question on your mobile phone as a series of vox pop videos and share them with us

Have a fuddle: A fuddle is a meal where everyone brings some food and everyone enjoys a taste of what everyone else brings. In the middle of all this, have a sit-down and write your collective response to the Big Question and share it with us

Social media: Post what your thoughts are about #OurFutureSouthYorkshire

A letter to the Mayor: If you're a teacher why not ask the children in your class to write a letter to the Mayor with your response to the Big Question and put it in the post to him, using one of the templates in the pack

Coffee and chat: Hold your very own coffee morning with your friends and colleagues and have a natter about the Big Question and the strategy. What would it mean for you in the next 10 years

Paint the future: Explore the questions 'what makes you feel healthy?' And 'what makes you feel happy?' with the children or young people in your class. Have each of them paint, draw or make a collage which captures their own personal response

Workshop: Use our simple workshop structure and cards to have a focussed session with a group you work with

Make a banner: and hang it out the window of your office with '#OurFutureSouthYorkshire' on it and the names of everyone in your group. Take photos and share it back with us

GP surgeries: Stick the strategy video on the screen in your waiting room with a copy of the EasyRead version in your surgery. Encourage your patient group to get involved.

Stick the kettle on: When you pop round to see a relative or neighbour, rather than the weather, discuss #OurFutureSouthYorkshire

Get active: Use the launch of the strategy to get out and about or get active. Host a yoga session in your workplace and put a notice on the door saying 'Do not disturb!' #OurFutureSouthYorkshire'. Or have a cycle with some friends that day with a T-shirt made with the hashtag on

A quiz: host a health and wellbeing quiz where everyone learns more about their own health and wellbeing and you could even give out a prize

Make your own animation: We have produced a short animation which tells you what people said they wanted to see in the strategy. You could use this with a group of young people to help make their own animation

Get cooking: Host a meal with some friends and explore the strategy between courses. Maybe use the Mayor's video to introduce the dinner. Then talk about the 'Bold ambitions' between starters and mains; the joint commitments between mains and dessert and 'making it happen' at the end of the night

Mindful colouring: Use the colouring sheet to show #OurFutureSouthYorkshire

Tell someone! Anyone!...it's a movement!

These are only our ideas. We know you will have your own ideas (that are way better than ours!) and your own way of involving your group or class. Please feel free to adapt any of these resources and make them your own.

Consider our Strategy and the joint commitments we are making. We know they will not be easy and to help us we welcome you to share your challenges and views on how we make them real.

The only thing we ask is that you share something of your discussions back with us, that could be using the hashtag #OurFutureSouthYorkshire or by emailing in at helloworkingtogether@nhs.net

By sharing what you talked about and what South Yorkshire you want the next generation to grow up in, we'll all see it and it will help to shape what we do. If you're feeling confident, we'd love to know what you have planned. Please drop us an email at syicb.communications@nhs.net to let us know



Don't know what to say? Here's a script...

The '#OurFutureSouthYorkshire' campaign aims to create a platform for us to tell our stories about the South Yorkshire we want future generations to grow up in.

There are some key facts that show in South Yorkshire children aren't doing as well compared to the national average. This is not one person's fault, and the solution lies within everyone in South Yorkshire playing their part in identifying what we can do together for the next generation.

This could be education and skills, communities and families, the work we do, good homes, transport and active travel, clean air and green spaces, and how we grow our economy, to name just a few.

So we want the Best start in life for Children & Young People, with a Focus on development in early years so that every child in South Yorkshire is school ready.

What do we think?

Key Facts:

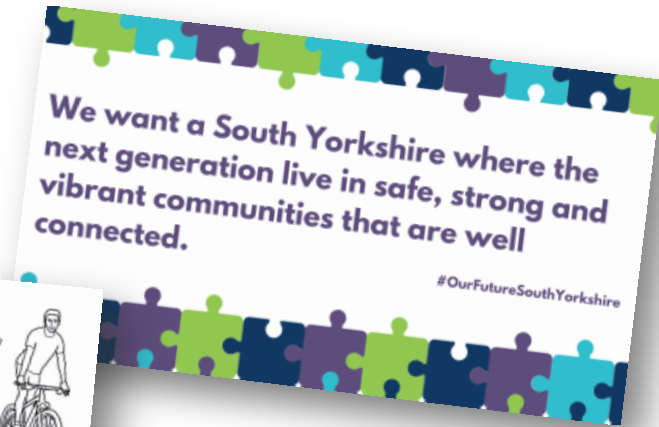
Compared to the national average, children in South Yorkshire are:

- Less likely to be breastfed at 6-8 weeks after birth
- Have slightly lower rates of school readiness (71% of children achieved a good level of development at the end of reception)
- More likely to be obese (37% of Year 6 and 25% of reception children are overweight or obese)
- More likely to have dental caries (830 admissions per 100,000 population, ages 0-5)
- More likely to die / be seriously injured on roads (37 deaths per 100,000 population of those aged 16 and under)
- There were 212 hospital admissions per 100,000 as a result of self-harm in those aged 10-14 (180 of our children)

Resources

Here we have assembled some resources which you may wish to use for your event or activity, which are all available [to download here](#). These include:

- Introducing the strategy: Video introducing the Strategy with our Mayor (coming soon!)
- [An Easy read version of the strategy](#)
- The Healthier, happy South Yorkshire [colouring sheet](#)
- The [full strategy](#) or the [summary](#) version
- Health and wellbeing [quiz](#)
- [An animation](#) to stimulate discussion
- Social media - #OurFutureSouthYorkshire ([with assets](#))
- Selection of quotes from our [Engagement sessions](#)
- [Workshop](#) structure, cards and suggested questions
- Some example videos of what people want for next generation
- [Primary](#) and [Secondary](#) School letter template so you can write to the Mayor
- Webpage with a [plain text version](#) of the strategy that can be translated into 54 languages



But you can use whatever resources you have available to you and design whatever process you think would engage your group. We know you will do things and have sessions and events that we wouldn't even have thought of. If you do produce a good resource for the week, please email it to use and we will add it to the resources page so that other people and groups can download it.

What's already happening

It will be a busy week for us all and there will be lots of other stuff going on. You will be in good company with all the other people who are involved and all the other stuff happening. Check out the events already happening in the week:

- The Mayor is taking part in a number of events, including visiting an Early Years setting to meet the next generation and help them paint the future
- Everyone is signing off on the strategy, including Barnsley, Doncaster, Sheffield and Rotherham Councils
- Our specialised Children's Hospital and Children and Young People Alliance will be taking part
- The leaders of all four local authorities are going to be talking about the movement in their organisations and their wider communities through a wider range of channels and events
- We're going to be asking our friends in the media to cover the launch across Barnsley, Doncaster, Sheffield and Rotherham
- The NHS will be playing their part, including promoting the movement across our 72,000 health and care staff
- NHS South Yorkshire will be one of many organisations holding a webinar to take part.

The Mayor is also launching a special video to let the world know about what we are looking to achieve in South Yorkshire. Finally, on Friday 24 March at the end of the week, there will be a special livestreamed discussion about the strategy at the SY Integrated Care partnership Board, hosted by Oliver Coppard, Mayor. Details on how to watch the event will be shared [here](#). All these events will be promoted using the hashtag #OurFutureSouthYorkshire

If you're a professional or amateur organiser

We know it is really really hard to start a movement on your own, and that's why we need your help. We've created some graphics, text and animations for you to post on your websites, social media accounts, intranets, noticeboards, the lot.

Please click this link to get everything you need so that people in your organisation, group, team, club or whatever it is you're involved in can participate.

In addition, we know you'll have lots of your own events and activities going on in the week from 20-24 March 2023. Can you include [#OurFutureSouthYorkshire](#) into the week somehow. If you're holding a event or meeting you could talk about what South Yorkshire do you want the next generation to grow up in. If you're visiting a different organisation or taking part in an activity, why not ask those you see what South Yorkshire do they want the next generation to grow up in.

If you want any clarification on how to get involved, or need something that might not be included here, please contact Andrew Ashcroft, NHS South Yorkshire Director of Communications and Engagement, at Andrew.ashcroft1@nhs.net

Join the conversation

You can join in the conversation via your social media linked to any events or activities you organise using the hashtag [#OurFutureSouthYorkshire](#)

You can also tag [@SouthYorksMCA](#) to let us know what you are doing.

Thank you!

We are really grateful for the time and energy you and your teams have put in to making sure we involve lots of people in the launch of the strategy. We couldn't have done it without you.