

Health Overview and Scrutiny Committee

Meeting to be held on 22 July 2014

Electoral Division affected: All

Starting Well: A scrutiny overview of pregnancy, early years and healthy lifestyles

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Executive Summary

The importance of early years and partnership working was clearly and comprehensively set out within the [Chief Medical Officers \(CMO\) Annual Report, 2012](#). Despite the continued efforts of many across many fields, the evidence still points to room for improvement, needing everyone in the public sector to 'think children, young people and family' at every interaction. There is strong economical evidence in relation to investment in early years and throughout childhood ensuring that our young people leave school fit for work. Such strong evidence should never be ignored.

The CMO shows strong support for programmes such as the [Healthy Child Programme \(HCP\)](#) which underpins public health efforts directed towards children and young people, and seeks to include both universal and targeted approaches. HCP is evidence-based, ensuring that children have the best start in life, underpinned by key health professionals, particularly health visitors and school nurses.

Starting Well, Living Well and Ageing Well are the three key strands of Lancashire's Health and Wellbeing Strategy. The Health Scrutiny Committee has agreed to structure its work programme around these three key strands and as part of Starting Well has requested additional information about pregnancy, early years and healthy lifestyles.

The report provides a focus on the following themes: pregnancy, early years initiatives and support for families to make healthy lifestyle choices. It provides brief background information to each of these themes, including some statistical information; outlines the types and range of initiatives that LCC either commissions, provides or is integral to; considers some of the key challenges that we face; and explores how elected members could make a difference.

Recommendation

The committee is recommended to note and comment on the report.

Background and Advice

The following information provides a brief overview of data that relates to pregnancy, early years and healthy lifestyles and highlights how this compares to regional and national benchmarks.

Area of Need	Current Performance			
	Num	%/Rate	Versus Eng Ave	Versus NW Ave
Mothers smoking at delivery	2,104	16.8%	▼	▼
Mothers accessing early maternity services	12,285	88.0%	▲	▲
Low birth weight	1,119	8.2%	▼	▼
Infant mortality	80	5.4/1,000	▼	▼
Breastfeeding initiation	8,686	66.5%	▼	-
Breastfeeding at 6-8 weeks	3,974	30.3%	▼	-
DTaP/IPV/Hib by their 1st birthday (Vaccine)	12,208	93.9%	▼	▼
Obesity in reception class	1,232	9.6%	▼	▶
Obesity in year 6	1,955	17.9%	▲	▲
Oral health – 5 year olds % with active decay	1,707	34.9%	▼	▼
Proportion of positive Chlamydia tests	3,444	8.2%	▲	▼
Under-18 conception rates	563	26.9/1,000	▼	▲

Key	
▲	Lancashire performance better than comparator
▼	Lancashire performance worse than comparator
▶	Lancashire performance equal to the comparator

Current provision

There is a range of activity and provision that is being delivered in Lancashire that directly contributes to the themes highlighted by the Health Scrutiny Committee of pregnancy, early years and healthy lifestyle choices. Below is a summary of some of this provision under these three themes:

Pregnancy

Smoke free homes

- East Lancashire project that has now been commissioned county wide to raise awareness about the harms associated with exposure to second-hand smoke in the home and car.
- Promoted by professionals including Midwives, Health Visitors, Fire Service and Children's Centre teams and has seen over 12,000 homes make a pledge to make their home and car smoke free.
- 280 workers have been trained in supporting families to become 'smoke free' and an awareness campaign includes materials, information and resources

Smoking in pregnancy

- Maternity services are routinely assessing smoking status, in some areas also using carbon monoxide tests, and referring into smoking cessation services. This information is collated and benchmarked nationally.
- A draft multi-agency strategy and action plan has been developed and is currently with key partners for consultation and feedback
- Scoping exercise has highlighted great differences in service provision across the 5 maternity trusts. A 2 year pan-Lancashire strategy "Tackling Smoking in Pregnancy" action plan has been collectively developed by public health, maternity trusts, Clinical Commissioning Groups (CCGs), Stop Smoking Services and the Third sector.
- Funding has been allocated to support the public health elements of this programme. LCC is also developing a social media campaign to reduce smoking in pregnant women under 25 year of age

Early Years

Emotional Health Team

- Providing holistic care to families where a parent or carer is living with the challenges of substance misuse and/or mental health (including maternal depression), and where this is, or is likely to, impact negatively on the physical and emotional health of an infant or pre-school child.
- Provides a named Substance Misuse Worker and a named Infant Mental Health Worker for each locality across East Lancashire, who will advise the children's centres on delivery of effective emotional health interventions and strategies.
- In partnership with treatments prescribed by the community drugs team or GP's provide outreach, emotional health needs assessments, care plans and therapeutic interventions to service users and their families.

Children & Families Partnership Team

This service, available in the East delivers:

- Specialist input to maternity services, children's centres, schools, primary care and partner agencies on a range of health priorities including infant feeding and the promotion of breastfeeding, speech and language development, peri-natal health and oral health.
- Provision of quality assured parenting support.
- Improving the links between the children's centres, primary care and the midwifery service, supporting the delivery of peri-natal care, identifying women at high risk of adverse birth outcomes, and providing early intervention programmes.
- Improving the links between children's centres, schools, colleges and mainstream NHS services, by supporting the transfer of mainstream services into the settings, for example, children's centres - stop smoking services.
- Providing multi-agency training on a range of emotional health topics including: hidden harm; substance misuse; post-natal depression; parenting facilitators and safeguarding.

- Contributing to the design and delivery of health promotion and social marketing campaigns aimed at raising awareness of emotional health issues.

0-5 Healthy Child Programme

- The [Healthy Child Programme](#) for the early life stages focuses on a universal preventative service, providing families with a programme of screening, immunisation, health and development reviews, supplemented by advice around health, wellbeing and parenting.
- Responsibility for the universal and targets programme including Health Visiting and Family Nurse Partnerships, will transfer to LCC in October 2015 from NHS England Lancashire Area Team

Home-Start

- 7 schemes across Lancashire that aim to reduce the isolation of families, increase wellbeing and reduce health inequalities where at least one child is under the age of five. Home-Start offers support, friendship and practical help to parents with young children through the recruitment, training and co-ordination of a network of volunteers.
- Support might include: working with families affected by depression, post natal illness, bereavement and isolation; enabling families to attend health appointments; encouraging healthy lifestyles; providing advice regarding safety in the home, fire prevention and hygiene.

Safer Sleep

- Through the Child Death Overview Panel, the pan Lancashire Safer Sleep guidance and campaign was refreshed and provided frontline staff with a consistent message and materials to share and discuss with parents/carers.
- The materials supported professionals to have an open conversation about the risks of sharing beds with babies to support parents to make informed and safer choices.

E learning

- The Infant Mortality E Learning package is in the final stages of development and consists of three main areas: smoking in pregnancy, breastfeeding and safer sleeping.

Healthy Lifestyle Choices

School Nursing Service (Commissioned by LCC)

- A national public health programme for children and young people from 5-19
- Supports the transition from children to adult
- Delivers the National Child Measurement Programme which provides a robust data base of healthy weight status across Lancashire.
- Delivers the Healthy Child Programme (5-19 years) which includes health assessment at key transition stages.

Lancashire Children's Centres

These centres are commissioned by LCC to deliver a Core offer of services/support as defined in DfE Statutory Guidance. Children's centres are used on a daily basis by health staff to deliver midwifery and health visiting services/clinics ensuring services are located in the heart of communities.

- Lancashire children's centres have high rates of engagement with children in the first year of life (over 80%) of all have accessed services in the last year via a children's centre.
- Early Notification of pregnancy, a process/system which alerts Children's Centres to pregnancies across the County, this enables children's centres to identify vulnerable mothers and then offer services/support appropriate to need before the baby is born.
- 'From Bump to Birth and Beyond' (BBB) is a universal ante-natal course held in children's centres across the County and jointly delivered by Health and children's centre staff. The BBB course is for all pregnant women (whether it's their first child or a subsequent child), dads, carers and grandparents can also attend. The BBB course provides advice and information which helps families prepare for parenthood and not just the birth of a baby, the course includes a number of safety in the home/safeguarding messages.
- Children's centres have a referral system in place with neo-natal units which provides vulnerable families with access to services/support in the community on discharge.
- A number of Children's centres and staff teams have achieved the staff UNICEF baby friendly status and staff are trained to offer support around choices to breastfeed and support after birth to sustain breastfeeding.
- Children's centres provide 1-1 support and advice to Teenage parents including accessing the "From Bump to Birth and Beyond" courses.
- Children's centres implement a visiting pattern to vulnerable children up to the age of 3 years which supports and enables parents/carers to play and learn with their children. To support the most vulnerable children to achieve their expected levels of development.
- Children's Centres deliver evidenced based parenting programmes in line with Lancashire's parenting strategy to vulnerable parents in need of support.
- Children's Centres and health visitors are currently piloting the integrated educational and health review at 2 years of age, by sharing EYFS and health assessments. Children's Centres then follow up on poor attendance for vulnerable children and work closely with health visitors and nurseries / child-minders to identify speech and language delays early and offer support and access to services.
- Children's Centres deliver outreach/family support services to vulnerable children and families in their homes on a daily basis, this one to one support covers a range of activities relating to the health and wellbeing of young children and their parents / carers. This service is accessed on a referral basis via Health Visitors, midwives and other professionals.
- Change for life is promoted in all Children's Centres with access to Health Heroes and Smile 4 life activities.

Children & Families Partnership Team (Health Improvement Service)
(East Lancs only)

This service delivers

- specialist input to maternity services, children's centres, schools, primary care and partner agencies on a range of health priorities including infant feeding and the promotion of breastfeeding, speech and language development, peri-natal health and oral health.
- support for the Lancashire Parenting Strategy across East Lancs, ensuring there is accessible; quality assured parenting support for all ages across the 0-19 age group and adequate provision across the continuum of need
- improving the links between the children's centres, primary care and the midwifery service, supporting the delivery of peri-natal care in the centres and GP surgeries, identifying women at high risk of adverse birth outcomes, and providing early intervention programmes, including additional support for teenage parents. parent craft, vitamin D promotion, smoking in pregnancy, infant mortality prevention, and promotion of maternal and emotional health, healthy weight in pregnancy pathway, development of the public health role of midwives and supporting the introduction of new public health projects, initiatives and messages in respond to emerging health inequalities and public health priorities..
- improving the links between children's centres, schools, colleges and mainstream NHS services, including maternity services by initiating and supporting the transfer of mainstream services into the settings e.g. children's centres - Stop Smoking Services.
- providing multi-agency training on a range of emotional health topics including:
 - Hidden Harm
 - Substance misuse brief intervention strategies
 - Post-natal depression training.
 - Parenting facilitators training.
 - Safeguarding in relation to substance misuse and maternal depression
- contributing to the design and delivery of health promotion and social marketing campaigns aimed at raising awareness of emotional health issues including bonding and attachment, substance misuse and post-natal depression

Infant Feeding

- Continuing work towards maintaining and achieving UNICEF UK Baby Friendly Initiative (BFI) accreditation to ensure consistent, evidence based, best practice infant feeding services for women and families across Lancashire.

North Lancashire

- North Lancashire community – full BFI accreditation
- Blackpool Teaching Hospitals NHS Foundation Trust – reached BFI stage 1 accreditation, for stage 2 assessment soon
- University Hospitals of Morecambe Bay NHS Trust – no engagement with BFI

Central Lancashire

- Central Lancashire community– reached BFI stage 1, for stage 2 assessment later this year
- Lancashire Teaching Hospitals NHS Trust – no engagement with BFI

East Lancashire

- East Lancashire community – Reached BFI stage 1, for stage 2 assessment in January 2015
- East Lancashire Hospitals NHS Trust – full BFI accreditation
- Delivery of evidence based breastfeeding peer support programmes across Lancashire to improve breastfeeding initiation rates and provide support for mothers to continue breastfeeding for as long as they wish.
- Delivery of evidence based breastfeeding peer support programmes across Lancashire to improve breastfeeding initiation rates and provide support for mothers to continue breastfeeding for as long as they wish. The peer support programmes we currently commission are:
 - Breastfeeding Network in North Lancashire – comprehensive package of various targeted and non-targeted peer support programmes
 - Families and Babies in Central Lancashire – mostly non targeted peer support programme
 - National Childbirth Trust in East Lancashire – smaller programme of non-targeted peer support.
 - The work currently being undertaken in the commissioning review will lead to the design of a Lancashire wide infant feeding service specification to enable equity in service delivery across Lancashire.

Vitamin D distribution

- East Lancashire LCFT providers are currently commissioned to provide Vitamins to all pregnant women and children aged 0-4. This is a recommendation in the CMO report (2012) where targeting (beneficiaries only) has not made an impact. A review of the effectiveness of this provision could determine if a universal role out would be appropriate across all of Lancashire. This is currently delivered by the Children's Centres in East Lancashire.

Oral Health

A number of commissions in East Lancashire include:

- Oral health promotion service and epidemiology
- Tooth brush Scheme
- Smile4Life award framework which focuses on oral health is available for early years settings (children's centres; private, voluntary and independent nurseries; and child minders) to celebrate existing good practice and shape provision.
- The large majority of Children's centres across the County have achieved the Smile4Life award, messages/information are shared with children and parents on a daily basis as part of the services/support delivered from children's centres.

Healthy Settings

- Two awards frameworks are available for early years settings (children's centres; private, voluntary and independent nurseries; and child minders) to celebrate existing good practice and shape provision. Smile4Life which is focussed on oral health and Be Active Eat Healthy, which focuses on promoting healthy weight.
- Healthy Heroes is an emotional health and wellbeing resource that has been adopted by 43 children's centres, 28 nurseries and 23 schools.
- In September a suite of e learning modules will be cascaded across the CYP workforce. These will include modules that focus on infant mortality, healthy weight, asthma, oral health, sexual health, substance misuse, healthy child programme, domestic abuse and a number of emotional health and wellbeing modules. Providing the CYP workforce with an awareness, knowledge and understanding of working with families experiencing these issues.

Child Accident Prevention Service

- This is only available in the East and aims to reduce the number of children injured in an accident
- Specific support for children and families is provided through:
 1. The Home Safety Equipment Scheme (HSES)*
 2. Information and resources on keeping your baby safe at 6- 8 weeks.
 3. Talks to parents and carers groups on home child safety.
 4. Talks to School Children (reception year 1) on Home Safety

Suicide prevention

- Under the Lancashire Children's Safeguarding Board there are several areas of work which have been identified for progressing:
 - Reviewing the provision of support for children and young people who demonstrate their emotional distress by self-harming
 - Including specific work with BME communities to increase the understanding of need in this area
 - Reviewing the availability of self-management and problem-solving training for children and young people with a view to increasing their resilience to crises that occur in their lives
 - Ensuring equitable access to both universal and specialist services for all 16 – 18 year olds, in particular those not accessing further education, as they are often the most vulnerable and most in need of service
 - Ensuring that projects working with troubled families focus on emotional resilience as a high priority

Working Together with Families

- The Working Together With Families (WTWF) multi-agency strategic work programme commenced in September 2011 and is aimed at increasing the resourcefulness and resilience of families across Lancashire. Focussed on whole-system culture change, the emphasis is on working with families as opposed to doing to, helping them to take greater control over changing their circumstances and improving outcomes for their children.

Lancashire Sport Strategy

- A key County strategy which maintains a focus on working with a range of partners to ensure access to quality sports and physical activity, with one of its priorities focussed on children and young people.
 - Positive Together project- To provide a range of sporting and physical activity opportunities locally for inactive people living in deprived communities, with a particular focus on young people 10-25 who are involved in anti-social behaviour or identified as being 'at risk'.

Smoking in young people

- Public health is currently undertaking research into the use of tobacco, Shisha and e- cigarettes in young people aged under 25 and are planning to develop training for retailers, campaigns for parents and carers, and digital resources for young people to reduce access to these products
- Plans to extend the Smoke-Free Play Scheme, which introduces a voluntary smoke free code in park play areas in North and Central Lancashire (East already has it)

Challenges

There are a number of key challenges that can be identified across the Starting Well offer for families in Lancashire:

Inconsistency of delivery – the targeting of resources and delivery at those families in Lancashire that are most vulnerable necessarily means that there will be geographic variations in our health offer to families (see above). There are examples of good practice which could be rolled out across Lancashire, subject to resource constraints.

Inheritance of contracts – In April 2013, the majority of the resource and responsibility for public health transferred to Lancashire County Council from the former 3 NHS Primary Care Trusts, each of which operated in different ways, had different priorities and each had hundreds of contracts with hundreds of different voluntary and statutory providers. The complexity and inconsistency involved in managing and reviewing these contracts, is resource intensive, although it is anticipated that this will become easier once a full review of these contracts has been undertaken before April 2016.

Wider children's workforce engagement - there has been a lot of progress made in developing a culture where health improvement is not just the role of health professionals. There is a need to build on this to ensure that all agencies working with children understand, and play a role in supporting improved health and wellbeing for children and families.

Commissioning fragmentation - following the introduction of the Health and Social Care Act 2012, the responsibility for commissioning services for children and young people became very fragmented. For instance **Clinical Commissioning Groups** are responsible for maternity and new-born and health care services; **NHS England**-Health services for young offender institutions, juvenile prisons, secure children's

homes/ Public health services for children from pregnancy to age 5 (Healthy Child Programme 0-5), including health visiting, family nurse partnership, responsibility for Child Health Information Systems/immunisation and screening; **Local government (LCC)** - Healthy Child Programme for school-age children, including school nursing, oral health, sexual health, substance misuse, physical activity, obesity programmes, birth defects, suicide prevention, mental health and accident prevention; **Public Health England** -Infectious diseases, health campaigns. Coordinated commissioning for children and young people can be difficult.

Role of elected members

The role of elected members extends beyond the role of Health Scrutiny. As local representatives of communities, their roles could include:

- Understanding the importance of healthy pregnancy, early years and healthy lifestyles
- Ensure local commissioning and services are shaped by the views of local children, young people and parents
- Ensure there are joined up services for children 0-19yrs with health visitors and school nurses working together with other partners
- Support and encourage multi-agency work and training
- Champion the shift towards prevention and early intervention
- Gain the views of frontline staff, partners and service users
- Support and promote the Health Advocate Course (2 Day Programme) for elected members (Gulab.singh@lancashire.gov.uk). The aim is for elected members to gain an understanding of the health responsibilities and opportunities, and use their life experience, understanding and position of influence to help communities lead healthier lives
- Challenge partners who are not engaging
- champion CYP issues in their area, encourage parents/parents to be to access maternity services early in their areas, prepare well prior to conception (folic acid, healthy weight, stop smoking, get ready to stop taking substances such as drugs and alcohol), safe environment to raise a child (housing and health, built environment), advocate for smoke free play areas, encourage more physical activity in school and at home.

Recommendations

The committee are asked to note and comment on this report

Consultations - N/A

This item has the following implications, as indicated:

Risk management

There are no risk management implications arising from this report

**Local Government (Access to Information) Act 1985
List of Background Papers**

Paper	Date	Contact/Directorate/Tel
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NA

Reason for inclusion in Part II, if appropriate

NA