

Rotherham Health and Wellbeing Strategy

Aim 1

All children get the best start in life

Board Sponsor: Dr Richard Cullen (CCG)
Supported by: Karla Capstick (RMBC)

Objectives

- Improve emotional health and wellbeing for children and young people
- Improve health outcomes for children and young people through integrated commissioning and service delivery
- Ensure children and young people are healthier and happier

Issues

- Development in the early years (including in the womb) can have a lifelong impact on health and wellbeing
- In Rotherham average 3,000 births each year – too many are not getting the best start
- In Rotherham % of children living in poverty is higher than national and regional averages
- More than 1/6 of babies are born to mothers who smoke or drink alcohol during pregnancy
- Breastfeeding rates and time spent breastfeeding is shorter than national average
- Rotherham has higher than regional and national average levels of tooth decay in 3 and 5 year olds

Actions to Date

- Early Help Service – go live January 2016 - integrated previously separate services into 9 Early Help Teams with a ‘team around the community approach’ in partnership with schools, health including CAMHS, police, voluntary sector, housing etc..
- Single ‘Front Door’ for early help requests for support this includes RMBC, CAMHS, Barnardos Reach Out and Housing Officer.
- Public Health - commissioned an integrated public health service for 0- 19 year olds –contract awarded. Will create opportunities for greater integration with health and early help, joint delivery of services and a shared assessment

Actions to Date

- Paediatrics outreach clinics due to be piloted soon (Dinnington first area)
- Reinvigorated breastfeeding support offer in partnership with health, early help and building capacity with community volunteers
- Oral Health Strategy developed in partnership
- Benefits Cap –Awareness raising across the partnership to support those affected by the benefits cap
- etc..

Shared Strategy

Aim 1 of the **Health and Wellbeing Board** is closely aligned to (shared priorities):-

- **The Children and Young Peoples Plan-** in particular *Outcome 1: Children, Young People and their Families are Healthy and Safe from Harm*
- **The Rotherham Together Partnership** – delivering improvements for local people and communities through the Rotherham Together Partnership Plan.
- **The Rotherham Safeguarding Children Board**

What we will do

Action 1

- We will refresh and re establish a '**Best Start**' Partnership to include representatives from Health, Early Help, Early Years, Public Health, CCG, Child Development Centre, Disability Services, Education and the Voluntary Sector.
- The Partnership will develop a Best Start Action Plan and 'Strategy' that focuses on; delivering better together, **transition points** and improved opportunities for co working, reduced duplication and improving outcomes for children and families
- The first Partnership Group is scheduled to meet at the ***end of November/early December 2016*** – this session will begin discussions around a **shared understanding** of 'Best Strat' and tasking frontline staff to consult as part of **Action 2**

What we will do

Action 2

- We will work together to engage Rotherham parents, children and young people and consult fully with them.
- We will consult through frontline practitioners, through social media and other media this will commence in ***January 2017***.
- We will consult, engage and listen to develop a shared understanding of ...

What is 'a best start in life?'

What do we mean by 'happier?'

What is 'emotional health?'

What does 'school readiness look like?'

- This consultation will guide future actions/strategy of the 'Best Start' Partnership

What we will do

Action 3

- Look across the UK (and wider) for examples of innovative practice to see if any of these could be adapted and adopted to work in Rotherham.
- Particular interest and focus will be on the 5 Local Area Partnerships who received additional Big Lottery Funding for 'Better Start' ***“A Better Start is a ‘test and learn’ programme investing a total of £215 million between 2015-2025 across five local area partnerships within Bradford, Blackpool, Lambeth, Nottingham and Southend-on-Sea. These areas were chosen for their innovative and forward thinking approach to improving child outcomes.”***
- Explore opportunities for improved use of ICT such as use of digital apps, opportunities to digitise child records etc..

Questions

Key contacts:

Dr Richard Cullen - Aim 1 Board Sponsor

Richard.Cullen@rotherham.nhs.uk

Karla Capstick -Lead officer Aim 1

Karla.capstick@rotherham.gov.uk

Kate Green- Support Officer for HWbB

Kate.Green@rotherham.gov.uk