

# **Aim 1: All children get the best start in life and go on to achieve their potential**

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# Alignment of SY ICP priorities with Rotherham's Health and Wellbeing Strategy

- **Context for children's health very similar in both strategies:**
  - Focus of both strategies on health inequalities, and the impact of physical, commercial and socio-economic determinants on children's health
    - housing, social networks and education, poverty
  - Impact of the pandemic on children's mental health
- **Focus of health areas very similar:**
  - 1001 days, Parental health, Mental health, Oral health
  - Children's development, development of healthy habits (Physical activity and healthy eating)
- **Main difference** is the focus on the SY strategy on school readiness, which isn't a major focus of the Rotherham Health and Wellbeing Strategy.
- This is also the focus of the ICP strategy's Bold Ambition – the area where more can be achieved by working together across South Yorkshire:
  - **Focus on development in early years so that every child in South Yorkshire is school ready**, specifically:
  - Raise the level of school readiness in South Yorkshire and close the gap in those achieving a good level of development between those on free school meals and all children by 25% by 2028/30

# Rotherham's strategic priorities for children's health and wellbeing

**Aim 1: All children get the best start in life and go on to achieve their potential**

Develop our approach to give every child the best start in life.

Support children and young people to develop well.

# Context and cross-cutting activities

- School age population has increased between 2011 and 2021, the number of children aged 0-4 has decreased from 15,738 in 2011 to 14,645 in 2021 (a 7% reduction).
- The percentage of children living in poverty in Rotherham is higher than regional and England averages, with an estimated 17,700 children and young people aged 0-15 living in families whose income is less than 60% of median income (2021).
- Cross-cutting activities since last year:
  - Development and implementation of ‘Best Start and Beyond’ framework.
  - Mobilise and launch 0-19 service with a universal offer to support all children and young people and their families, with an enhanced offer for those that need it, ensuring that there is equality across the service.

# Strategic Priority 1: Develop our approach to give every child the best start in life.

- The first 1001 days (from conception to age 2) is widely recognised as a crucial period. Too many children in Rotherham are not currently getting the best start in life due to differing life chances.
- Key actions to deliver on this priority:
  - Developing and publishing the Start for Life Offer (first 1001 days), through implementation of Best Start and Beyond Framework.

## ABOUT START FOR LIFE

The Start for Life programme is a range of services and support for families with children aged 0 to 2. We know that the first two years of a child's life are critical for their development.

The Start for Life programme includes:



### MIDWIFERY

Midwives provide personalised support to families throughout



### INFANT FEEDING

Infant feeding services support parents with feeding their babies,



### SAFEGUARDING

Safeguarding services seek to protect children from abuse and

Council x | Directo x | Policy, f x | Policy, f x | R Agenda x | Statuto x | Enc 2 - x | PowerP x | Feeding x

https://www.therotherhamft.nhs.uk/our-services/maternity-services/feeding-your-baby

Thinking about Breastfeeding: Introduction

from a UK healthcare provider >

Good for mums

- Reduced risk of breast/ovarian cancer
- Reduced risk postnatal depression
- Reduced risk of type II diabetes
- Reduced risk of high blood pressure

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The Rotherham NHS Foundation Trust

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- Work towards formal ratification of ‘Breastfeeding Borough’ declaration, including BF friendly places, BF policy, comms plan

# Strategic Priority 2: Support children and young people to develop well. (1)

- Key factors impacting on children's health include socio-economic factors, housing, social networks and education.
- Childhood is an important time in the development of behaviours that will have a lifelong influence on health and wellbeing, including healthy eating.
- **Key areas of progress include:**
- **Develop and agree prevention-led approach to children and young people's healthy weight with partners, building on evidence from the compassionate approach:**
  - Rotherham's approach: promotes health gains for all people, without stigma or judgement, and which takes into account the wider context of their lives.
- **Continue to support children and young people's Mental Health and wellbeing, along with schools, health and voluntary sector.**
  - CAMHs LAC pathway in place
  - Mental health support in early years is coordinated by the Child Development Centre. Family hubs based in Children's Centres present an opportunity to further develop the mental health support for children and families
  - With Me In Mind (Rotherham's Mental Health Support Team delivery) started in 2019, three MHSTs already cover 39 identified settings and approximately 24,000 pupils.

## **Strategic Priority 2: Support children and young people to develop well. (2)**

- **Key areas of progress (ct'd):**
- Develop proposals for multi-agency Family Hubs model of service delivery in Children's Centres
- Continue to jointly deliver the SEND Written Statement of Action, jointly led by LA and ICB and with local area partners.
- Continue to focus on improving early years take-up in targeted areas of Rotherham (Central) to have wider holistic benefit on key development measures



# Areas to address and next steps

- **‘Work with the LMS to ensure continuity of carer is the default model by March 2024.’**
- The national target for Continuity of care has been removed, so local activity has refocused on a local transformation programme. The service has embedded phase 1 and 2 of the Maternity Workforce Transformation model.
- The next steps whilst maintaining safe staffing in all areas are delivery of the 3 Year Delivery plan for Maternity and neonatal service which aims to make care safer, more personalised and more equitable through the delivery of four high level themes.

# Areas to address and next steps

## Proposed new actions for Aim 1 Action Plan

- Further implementation of Breastfeeding Friendly Borough Declaration and 'Rotherham Backs Breastfeeding Campaign'
- Evaluation of pilot new universal health visit at 3-4 months
- Further developing the 'Giving your child the best start in life' resource (Start for Life Offer), and producing a printed resource for new parents

# An emergent Action Plan...

**Ongoing work, which might lead to actions to be added to the plan during the year ahead:**

- Foetal Alcohol Spectrum Disorder
- Gestational weight gain in pregnancy
- 'Smokefree Generation'
- Mini-needs assessment for young people and drugs and alcohol
- Cost of living support for families