

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

25 September 2024

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
 - Best start in life for children and young people
 - 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)
- There is the focus on the SY strategy on school readiness, and this is also being promoted in Rotherham through activities in support of children and young people to develop well
- 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.

The Context

- 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).
- Child obesity rates are also higher than national average – in 2022/23, 22.2% of reception age children were overweight or obese, compared to 21.3% nationally and 41.1% of Year 6 children were overweight or obese, compared to 36.6% nationally

Cross-cutting Activities

- The progress made in cross-cutting activities include:
- The Family Hubs and Start for Life Programme has continued to become more integrated, more partnership-owned and better connected to Aim 1. In particular, starting with a partnership Maturity Self-Assessment workshop in February, the delivery plan has been redesigned into transformation and topic workstreams, with better ownership and support.
- The Best Start Steering Group has since had oversight for all the Family Hubs and Start to Life workstreams outside of the main transformation workstreams (which are overseen by the Family Hubs Operational Group).
- Outside of the Family Hub work, the group has also continued to apply the Best Start and Beyond framework priority lenses to understand gaps and opportunities within the system through a partnership workshop that focused on school readiness on 19th June

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

The progress made in this priority are:

- 20 peer supporters are now trained (with future training) and are actively providing peer support.
- The 1st breastfeeding friendly business has been identified in libraries and Family Hubs. The Council's health and safety team has produced a directory of breastfeeding friendly venues.
- The pilot universal 3-4 month visit is on track to achieve its objectives.
- Our Start for Life Offer booklet, has now been printed and distributed to our Parent-Carer Panel in Clifton Park last month (1000 copies).
- The booklet contains QR codes linking to the digital resources, ensuring a sustainable approach.
- Once Baby Packs are distributed, the booklet will be included (likely to be in Quarter 4)
- Maternity Service on track to meet actions in 3 year delivery plan



Strategic Priority 2: Support children and young people to develop well.

The progress made in this priority area include:

- The Successful launch of the SEMH Continuum of Need, competency frameworks and guidance documents at the SENCO network meeting in June.
- Collaborative work with Schools, the Voluntary Sector and CAMHs is now planned to implement and Embed the Social Emotional and Mental Health Continuum of Need and Competency Framework
- Work continues to identify children who are eligible for places.
- Overall take up of 2-year-old early education for 22/23 was 90.9%. This is an improvement on last year and is above the latest benchmarking data for statistical neighbour average, national average and Yorkshire & Humber average.
- In the Central area of the borough take-up remained in line with Spring 23 at 74.29%
- 69 Golden Tickets were issued in Spring 2024 to target harder to reach communities, alongside translated leaflets to encourage take up within these areas. 7 golden tickets were used by families this term.

Areas to address and next steps

- No action under Aim 1 is off track
- There is the need to continue to strengthen the Family Hubs as a setting for achieving Aim 1 priorities
- The issue of obesity among children still requires more attention, Rotherham rate is higher than the national average
- There is the need for wide distribution of the booklet on 'Giving your Child the best Start in Life', which should be helped by the advent of Baby Packs
- Continuous support to make sure that eligible early years children take up their places
- What should be our focus for the refreshed Health and Wellbeing Strategy?