

## Health and Wellbeing Strategy: Maternity and Early Years Delivery Plan

Priority: Maternity and Early Years			
Outcome Objective 1: Good and improving maternal health – including good mental health, maternal nutrition, decreasing maternal obesity, diabetes and numbers smoking at time of delivery			
Proposed outcome measures			
Measure	Baseline 2011/12	Target 2013/14	2014/15
Proportion of women who smoke during pregnancy	3.9% (2011/12)	3.5%	3.5%
Proportion of women who are obese during pregnancy (BMI > 30)	12.3% (July-November 2012)	12%	12%
Proportion of pregnancies that are complicated by diabetes	12% (2010)	12%	12%
Action/strategy/programme to deliver	Lead (and key partners)	Milestones	Timescale
Improve employment prospects for mothers by increasing access to volunteering opportunities, including links to Children's Centres, School and TH College	<ul style="list-style-type: none"> <li>• <b>LBTH</b>(Andy Scott(TBC))</li> <li>• <b>Barts Health</b>(Andrew Attfield(TBC))</li> <li>• <b>Volunteer Centre (VCTH) / Voluntary Sector Children &amp; Young People's Forum (VSCYF)</b>(Alex Nelson)</li> <li>• <b>LBTH, E,SC&amp;W</b> (Monica Forty)</li> </ul>	Bring together key partners and to agree action plan	July 2013
		Mapping volunteering opportunities for mothers	September 2013
		Staff training	TBC
		Community engagement	TBC

Targets and baseline data in italics are subject to final confirmation

<p>Enhance health education for young people and women of child bearing age including:</p> <ul style="list-style-type: none"> <li>• sex and relationships education,</li> <li>• awareness of factors affecting maternal health and outcome of pregnancy (including pre-conceptual care), and</li> <li>• understanding of how to access antenatal services</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Public Health</b> (Reha Begum and Senior PH Strategist MEY))</li> <li>• <b>LBTH, Healthy Lives team</b> (Kate Smith)</li> <li>• <b>LBTH, Children’s Centres</b> (Jo Freeman)</li> <li>• <b>Tower Hamlets College</b> (TBC)</li> </ul>	Establish an SRE working group comprised of professionals working in the Borough with young people and their families	June 2013
		Review and strengthen health education components of antenatal parenting classes, with particular emphasis on those targeted at young parents and other high risk groups	September 2013
<p>Review care pathway and raise awareness of female genital mutilation (FGM) and its impact on maternal health:</p> <ul style="list-style-type: none"> <li>• amongst professionals to improve identification and referral to appropriate services</li> <li>• In the community to encourage disclosure</li> </ul>	<ul style="list-style-type: none"> <li>• <b>LBTH, CLC</b> (Emily Fieran-Reed / Fiona Dwyer, Violence Against Women and Girls Strategy Manager)</li> <li>• <b>Barts Health, Maternity Services</b> (Denise McEneaney)</li> <li>• <b>Public Health</b> (Senior PH Strategist MEY and Khadidja Bichbiche)</li> </ul>	Scoping of current pathways/services	July 2013
		Review of IT systems – ability to enable recording of FGM at booking and birth for audit	July 2013
		Explore safeguarding aspect and how to link with health	TBC
		Review curriculum for student midwives	TBC
		Review possibility of modifying study day for qualified midwives	TBC

Build on maternity mates programme to provide peer support for vulnerable women during pregnancy and in the first 6 weeks post birth	<ul style="list-style-type: none"> <li>• <b>Women's Health and Family Services</b> (Jo Weller)</li> <li>• <b>CCG</b> (Judith Littlejohns/Catherine Platt)</li> <li>• <b>Public Health</b> (Senior PH Strategist MEY)</li> </ul>	Secure funding for 2013/14	March 2013
		Review and strengthen programme	September 2013
Promote preconception uptake of folic acid and uptake of Healthy Start vitamins through Children's Centres	<ul style="list-style-type: none"> <li>• <b>Public Health</b> (Senior PH Strategist MEY)</li> <li>• <b>Maternity Services</b> (Denise McEneaney)</li> <li>• <b>CCG</b> (Judith Littlejohns/Catherine Platt)</li> <li>• <b>LBTH, Children's Centres</b> (Jo Freeman)</li> </ul>	Develop health promotion programme for preconception uptake of folic acid.	September 2013
		Enhance the promotion and delivery of the Healthy Start programme with a particular focus on increasing uptake amongst children under 4 through Children's Centres	Ongoing
		Secure funding for universal free provision for children under 4	June 2013
Review and strengthen the ante and post natal depression pathway, raising awareness of the importance and links to safeguarding	<ul style="list-style-type: none"> <li>• <b>CCG</b> (Judith Littlejohns/Catherine Platt)</li> <li>• <b>Public Health</b> (Senior PH Strategist MEY)</li> <li>• <b>Perinatal mental health service</b> (lead TBC)</li> </ul>	Develop strong working relationships between all acute and primary care services	TBC
<p><b>Ensure that on-going partnership work is maintained and supported, including:</b></p> <ul style="list-style-type: none"> <li>• Refresh of Health Improvement Strategy for Maternity Services</li> <li>• Improve pre-conceptual advice for women with diabetes or a history of GDM</li> <li>• Identify all pregnant women with BMI &gt; 30 at booking and ensure appropriate advice and referral</li> <li>• Identify smoking status of all women at booking and refer smokers for specialist support</li> </ul>			

<ul style="list-style-type: none"> <li>Improve data available on maternal health outcomes including mental health</li> </ul>			
<b>Priority: Maternity and Early Years</b>			
<b>Outcome Objective 2: Maintain reduction in under 18 conceptions and support teenage parents</b>			
<b>Proposed outcome measures</b>			
<b>Measure</b>	<b>Baseline 2011/12</b>	<b>Target 2013/14</b>	<b>2014/15</b>
Teenage pregnancy rate	28.5 conceptions per 1,000 women aged 15-17 years (2011)	<i>28.5 conceptions per 1,000 women aged 15-17 years</i>	<i>28.5 conceptions per 1,000 women aged 15-17 years</i>
<b>Action/strategy/programme to deliver</b>	<b>Lead</b>	<b>Milestones</b>	<b>Timescale</b>
Ensure that all children and young people have access to high quality and appropriate SRE in schools and/or alternative settings	<ul style="list-style-type: none"> <li><b>Healthy Lives Team</b> (Kate Smith)</li> <li><b>Public Health</b> (Reha Begum)</li> </ul>	Healthy Lives team to work with school governors to ensure that there is a wide understanding of the importance of SRE and curriculum requirements	Delivered by governor training by July 2013 and again by March 2014
		Review approach to SRE in light of new science curriculum	March 2014
		Explore the possibility of delivering SRE through alternative settings and across inter-faith groups	September 2013
Ensure vulnerable young mothers have access to support from the Family Nurse Partnership by improving timeliness of referral and links to other services	<ul style="list-style-type: none"> <li><b>Barts Health</b> (Rita Wallace / Anne Lynch)</li> <li><b>Public Health</b> (Esther Trenchard-Mabere)</li> </ul>	Evaluation and review of referral pathway to identify gaps and best practice	September 2013
		Agree and implement improvements including strengthening links with	March 2014

		maternity, health visiting and children's centres	
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**Priority: Maternity and Early Years**

**Outcome Objective 3: Early detection and treatment of disability and illness and ensure that children achieve positive physical, cognitive and emotional development milestones**

**Proposed outcome measures**

<b>Measure</b>	<b>Baseline 2011/12</b>	<b>Target 2013/14</b>	<b>2014/15</b>
Good coverage for antenatal and newborn screening:	-	-	-
Proportion of pregnant women who have an antenatal screening for HIV	(Data quality currently not adequate)	Achieve adequate data quality	90%
Proportion of pregnant women who have an antenatal screening for Down's Syndrome (Completion of lab request forms)	97.4%	97%  This is the quality standard that we are aiming to achieve	97%
Proportion of pregnant women who have antenatal screenings for sickle cell and thalassaemia	(Data quality currently not adequate)	Achieve adequate data quality	95%
Proportion of new born babies given a blood spot screening	76.2%	95%	95%
Proportion of new born babies given a hearing screening	91.0%	95%	95%

Child development at 2-2.5 years (Indicator to be confirmed)	TBC	TBC	TBC
<b>Action/strategy/programme to deliver</b>	<b>Lead</b>	<b>Milestones</b>	<b>Timescale</b>
Maintain and improve quality of antenatal and newborn screening programmes to ensure early detection of preventable conditions	<ul style="list-style-type: none"> <li>• <b>Public Health</b> (Luise Dawson)</li> <li>• <b>CCG</b> (Judith Littlejohns)</li> <li>• <b>Barts Health, Maternity</b> (Denise McEneaney TBC)</li> <li>• <b>NHS Commissioning Board</b> (TBC)</li> </ul>	Ensure robust handover of commissioning responsibilities to NHS Commissioning Board	April 2013
		Agree on-going monitoring and accountability arrangements	May 2013
		Strengthen Tower Hamlets Antenatal Screening Group and ensure it meets at least quarterly	June 2013 September 2013 December 2013 December 2014
		Barts Health to implement IT system that allows for adequate reporting of antenatal screening	July 2013
Support rollout of Newborn Infant Physical Examination (NIPE) as a screening programme	<ul style="list-style-type: none"> <li>• <b>NHS Commissioning Board</b> (TBC)</li> <li>• <b>Public Health</b> (Senior PH Strategist MEY)</li> </ul>	Implement new (national) IT system	July 2013
		Quarterly monitoring	September 2013 December 2013 March 2014
Analysis of impact of consanguinity on prevalence of disability in affected communities and agree action as appropriate	<ul style="list-style-type: none"> <li>• <b>Public Health</b> (Simon Twite)</li> </ul>	Complete audits of maternity and child health data	July 2013
		Develop training and awareness raising programme for professionals and community leaders	March 2014
		Implement training and awareness raising programme	2014/15

Align Health Visitors (HVs) 2 year developmental check with new requirements of the Early Years Foundation Stage (EYFS) to improve early identification of developmental and communication delays and referral of children requiring support to achieve EYFS	<ul style="list-style-type: none"> <li>• <b>Barts Health</b> (Rita Wallace / Claire Davis)</li> <li>• <b>LBTH, E,SC&amp;W</b> (Monica Forty, Jo Freeman, Pauline Hoare, Sharon Gentry)</li> <li>• <b>PVI rep</b></li> <li>• <b>Public Health</b> (Senior PH Strategist MEY)</li> </ul>	Set up a meeting with HVs, CC reps, PVI reps, EYFS team and PH to discuss elements of both two year old checks and way forward	June 2013
		Assess options regarding assessing and reporting of progress of 2 year olds	August 2013
		Draw up plan to achieve desired option	October 2013
		Implement plan to achieve desired option	January 2014
		Evaluate outcomes of new process of assessing and reporting progress for 2 year olds	January 2015
Pilot incorporation of a standardised Emotional Development and Attachment Relationship screening tool into the Health Visitors 2 year developmental check to measure the emotional development and attachment relationships.	<ul style="list-style-type: none"> <li>• <b>CAMHS</b> (TBC)</li> <li>• <b>Barts Health</b> (Rita Wallace / Claire Davis)</li> <li>• <b>Public Health</b> (Senior PH Strategist MEY)</li> </ul>	Convene working group to assess feasibility and develop action plan	July 2013
Review and strengthen the early years care pathway for child disability	<ul style="list-style-type: none"> <li>• <b>LBTH</b>, (Khalida Khan)</li> <li>• <b>Barts Health</b> (Carol Wallace)</li> </ul>	Khalida Khan to provide	TBC
<p><b>Ensure that on-going partnership work is maintained and supported, including:</b></p> <ul style="list-style-type: none"> <li>• Full implementation of the Healthy Child (0-5) programme including neonatal examination, new baby review, 6-8 week check, 1 year check and 2 year check)</li> </ul>			

<b>Priority: Maternity and Early Years</b>			
<b>Outcome Objective 4: Maintain low infant mortality rates and promote good health in infancy and early years</b>			
<b>Proposed outcome measures</b>			
<b>Measure</b>	<b>Baseline 2011/12</b>	<b>Target 2013/14</b>	<b>2014/15</b>
Rate of infant mortality (children who die before reaching their first birthday)	5.3/1000 live births (2009-11)	5.0/1000 live births (2010-12)	4.8/1000 live births (2011-13)
Proportion of babies born with low birth weight (<2.5kg)	9.2% (2011)	9%	8.8%
Proportion of women who smoke during pregnancy	3.9%	3.5%	3.5%
Proportion of mothers who breastfeed at birth	88.35%	88%	89%
Proportion of mothers who are breastfeeding at 6-8 weeks	71.1%	71%	72%
Maintain good child immunisation rates	-	(95% is the level of vaccination coverage required for herd immunity)	(95% is the level of vaccination coverage required for herd immunity)
Proportion of babies who receive the BCG vaccination when they are a year old	95%	95%	95%
Proportion of babies who receive the DTaP/IPV/Hib vaccination when they are a year old	97.3%	95%	95%



Proportion of babies who receive the MMR vaccination when they are two years old	93.9%	95%	95%
Proportion of babies who receive the DTap/IPV/Hib vaccination when they are five years old	94.2%	95%	95%
Proportion of babies who receive two doses of the MMR vaccination when they are five years old	96.6%	95%	95%
<b>Action/strategy/programme to deliver</b>	<b>Lead</b>	<b>Milestones</b>	<b>Timescale</b>
Deliver an effective Smoke Free Homes and cars programme in Tower Hamlets	<ul style="list-style-type: none"> <li>• <b>Public Health</b> (Jill Goddard)</li> <li>• <b>Tower Hamlets' RSLs.</b> (Kallfegwu)</li> </ul>	Review evidence base and best practice elsewhere Review evaluation from previous local pilots	April 2013
		Convene project steering group	May 2013
		Outline project plan	June 2013
		Project start	September 2013
		Quarterly monitoring and review	Quarterly
		Evaluation and next steps	June 2015

Analysis of the impact of consanguinity on infant mortality in affected communities and agree action as appropriate	<ul style="list-style-type: none"> <li>• <b>Public Health</b> (Simon Twite)</li> <li>• <b>Barts Health, Community Paediatrics</b> (Dr Monika Bajaj)</li> <li>• <b>BartsHealthMaternity Services</b> (Denise McEneany)</li> </ul>	(See milestones under objective 3 above)	
Undertake an intergenerational study on the factors influencing partial breastfeeding rates	<ul style="list-style-type: none"> <li>• <b>Public Health</b> (Esther Trenchard-Mabere)</li> <li>• (with Research and Projects Group)</li> </ul>	Commence	November 2012
		Initial community workshop	January 2013
		Follow-up community workshop	May 2013
		Fieldwork & data analysis complete	June 2013
		Final report	July 2013
Raise awareness of risks of co-sleeping	<ul style="list-style-type: none"> <li>• <b>Public Health</b> (Senior PH Strategist)</li> <li>• <b>Barts Health, Maternity Service</b> (Denise McEneany)</li> <li>• <b>LBTH, Children's Centres</b> (Jo Freeman)</li> <li>• <b>Tower Hamlets Homes</b>(TBC)</li> </ul>	Convene working group and agree action plan, to include review of information given to mothers and provision of education to interpreters and other key groups in contact with mothers of infants	July 2013
Raise awareness amongst health professionals, parents and the wider public of how to identify a seriously sick child and when to call emergency services	<ul style="list-style-type: none"> <li>• <b>Public Health</b> (Esther Trenchard-Mabere)</li> <li>• <b>Barts Health, Community Paediatrics</b> (Dr Owen Hanmer and Dr Monika Bajaj)</li> </ul>	Action plan to be agreed	July 2013

	<ul style="list-style-type: none"> <li>• <b>Primary Care</b> (Dr Neil Douglas)</li> <li>• <b>LBTH, Children's Centres</b> (Jo Freeman)</li> </ul>		
Improve access to advice and support for appropriate weaning practices through Children's Centres and other services	<ul style="list-style-type: none"> <li>• <b>LBTH, Children's Centres</b> (Jo Freeman)</li> <li>• <b>Public Health</b> (Senior PH Strategist)</li> </ul>	Scoping the delivery of service	July 2013
Reduce A&E attendance and emergency admissions due to unintentional and deliberate injuries amongst 0--5 year olds	<ul style="list-style-type: none"> <li>• <b>Public Health</b> (Simon Twite)</li> <li>• <b>Barts Health, A&amp;E</b> (Dr Malik Ramadan)</li> <li>• <b>QMUL</b> (Prof. Allyson Pollock)</li> <li>• <b>LBTH, Children's Centres</b> (Jo Freeman)</li> <li>• <b>Barts Health, Health Visiting service</b> (Rita Wallace)</li> <li>• <b>CCG</b>(Hannah Falvey or Dr Neil Douglas TBC)</li> </ul>	Analysis of data from prospective audit of paediatrics A&E admissions	May 2013
		Identify key partners and agree action plan	June 2013
		Monitoring of progress	September 2013 December 2013 March 2014
<p><b>Ensure that on-going partnership work is maintained and supported, including:</b></p> <ul style="list-style-type: none"> <li>• Improving exclusive breastfeeding initiation and maintenance</li> <li>• Promote uptake of HSV amongst eligible 0-4 year olds</li> <li>• Maintain good immunisation coverage at 1 year (and at 5 years)</li> </ul> <p>See also actions under 'maternal health'</p>			

<b>Priority: Maternity and Early Years</b>			
<b>Outcome Objective 5: Decreasing levels of obese and overweight children in reception year, provide more opportunities for active play and healthy eating.</b>			
<b>Proposed outcome measures</b>			
<b>Measure</b>	<b>Baseline 2011/12</b>	<b>Target 2013/14</b>	<b>2014/15</b>
Proportion of children in Reception who are overweight	10.8% (2012)	10.8%	10.8%
Proportion of children in Reception who are obese	13.1% (2012)	13.1%	13.1%
<b>Action/strategy/programme to deliver</b>	<b>Lead</b>	<b>Milestones</b>	<b>Timescale</b>
Early identification of families at risk of obesity, including identification at booking for antenatal care and linking to wider services	<b>Barts Health, Child Weight Management Service</b> (Hannah Pheasant) <b>Barts Health, Maternity</b> (Denise McEaney) <b>Public Health</b> (Cathie Shaw)	Review uptake of early identification and support	July 2013
		Incorporate recommendations into revised specification for service	September 2013
		Raise awareness of and uptake of service	December 2013
Improve physical activity opportunities available for under-5s	<b>LBTH</b> (Monica Forty) <b>Public Health</b> (Cathie Shaw / Senior PH Strategist MEY) <b>Play Association Tower Hamlets (PATH)</b> (Glenys Tolley) <b>Toyhouse Library</b> (Pip	Deliver Forest schools training for 15 practitioners as part of the Healthy Early Years Accreditation scheme together with additional 15 EY setting supported by Early Years' service	April 2013

	Pinhorn) <b>LBTH, Healthy Early Years Accreditation (HEYA) coordinator</b> (SelinaHeer)	Physical development training for new cohort as part of the HEYA scheme	May 2013
		Review commissioned services and re-procure for 2014/15	December 2013
Expand uptake and support maintenance of Early Years Accreditation Scheme	<b>Public Health</b> (Cathie Shaw / Senior PH Strategist MEY) <b>LBTH</b> (Monica Forty) <b>LBTH,Healthy Early Years Accreditation coordinator</b> (SelinaHeer)	22 settings from 1st cohort achieved re-verification	March 2013
		30 further settings to have achieved Healthy Early Years Award	March 2013
		Sustainability plan agreed for accredited settings	March 2013
Work with HVs to improve recording and reporting/ communication to professionals of child BMI at 2 year reviews	<b>Barts Health</b> (Rita Wallace) <b>Public Health</b> (Senior PH Strategist MEY)	Establish data reporting system to provide quarterly reporting of BMI from 2 year reviews	March 2014

<b>Priority: Maternity and Early Years</b>			
<b>Outcome Objective 6: Reduce dental decay in 5 year olds</b>			
<b>Proposed outcome measures</b>			
<b>Measure</b>	<b>Baseline 2011/12</b>	<b>Target 2013/14</b>	<b>2014/15</b>
Proportion of children under 5 with tooth decay	39.1%	30.0%	N/A
Proportion of children accessing dental services	54%	55%	55%
<b>Action/strategy/programme</b>	<b>Lead</b>	<b>Milestones</b>	<b>Timescale</b>

to deliver			
Deliver the following oral health promotion programmes:	<b>Public Health</b> (Manuwuba Eke)	-	March 2014
<ul style="list-style-type: none"> <li>Brushing for Life</li> </ul>		70% coverage of Children's Centre – Brushing for Life project	
<ul style="list-style-type: none"> <li>Smiling Start</li> </ul>		Enhance training of dental health champions to deliver the Smiling Start programme	
<ul style="list-style-type: none"> <li>Healthy Teeth in Schools (fluoride varnish)</li> </ul>		Deliver parent awareness sessions in healthy teeth in schools programme	
<ul style="list-style-type: none"> <li>Happy Smiles (health promotion in schools programme)</li> </ul>		Deliver Happy Smiles oral health promotion to 70% of schools	
<ul style="list-style-type: none"> <li>Training</li> </ul>		Deliver training the trainers courses twice yearly	
Increase proportion of children who access dental services	<b>Public Health</b> (Manuwuba Eke) <b>NHSCB</b> (Rita Patel)	Quarterly review of NHS BSA data for young children	June 2013 September 2013 December 2013 March 2014
Develop an oral health promotion programme for children with SEN.	<b>Barts Health CDS</b> (Tricia Wallace) <b>Public Health</b> (Manuwuba Eke and Tim Hole)	Deliver an oral health promotion programme to all special schools	