

Health and Wellbeing Strategy and Children & Families Plan: Maternity and Early Years Delivery Plan

Maternity and Early Years Priority 1: Maternal and Infant Mental Health and Wellbeing			
C&F Plan 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			
C&F Plan Outcome Objective 2: Maintain reduction in under 18 conceptions and support teenage parents			
C&F Plan Outcome Objective 4: Maintain low infant mortality rates and promote good health in infancy and early years			
Proposed outcome measures			
Measure	Baseline 2011/12	Target 2013/14	2014/15
Teenage pregnancy rate	28.5 conceptions per 1,000 women aged 15-17 years (2011)	27.5 conceptions per 1,000 women aged 15-17 years	26.5 conceptions per 1,000 women aged 15-17 years
Proportion of women who smoke during pregnancy	3.9%	3.5%	3.5%
Proportion of mothers who breastfeed at birth	88.35%	88.5%	89%
Proportion of mothers who are breastfeeding at 6-8 weeks	71.1%	71.5%	72%
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)
Action/strategy/programme to deliver	Lead and key partners	Milestones	Timescale
Maternal and infant mental health: Develop partnerships across health, children's centres and community	Lead: Public Health (Esther Trenchard-Mabere) Key partners:	Map current service provision that supports maternal and infant mental health and ante and post natal depression	December 2013

<p>organisations to support maternal mental health and wellbeing and secure attachment with the baby during the first year of life in the context of promoting the wider health and wellbeing of mother and child</p>	<ul style="list-style-type: none"> • CCG (Judith Littlejohns and Hannah Falvey) • Compass / Primary Care Mental Health service) Lucy Marks • Children's Centres (Paula Holt) • Parent and Carers Council (Jill McGinley) • Midwifery, Barts Health (Christine Wood) • Voluntary sector (Alex Nelson/Pip Pinhorn) • Family Nurse Partnership (Anne Lynch) • Health Visiting Service, Barts Health (Rita Wallace) 	pathway to identify strengths and gaps	
		Convene wider multi-agency meeting/workshop to scope work across children's centres, voluntary sector and health to agree priority areas for development	January 2014
		Develop proposal to strengthen 'Universal' elements of support for maternal and infant emotional health and wellbeing	March 2014
		Develop proposal for recruiting and training local people to become 'maternal and child health support workers', including training and placements	April 2014
		Review of maternal and child support worker programme	March 2015
<p>Maintain and strengthen ongoing wider partnership work to:</p> <ul style="list-style-type: none"> • Enhance health education for young people and women of child bearing age including sex and relationships education, pre-conceptual care (including folic acid), factors affecting maternal and newborn health and how to access antenatal care • Ensure vulnerable young mothers have access to support from the Family Nurse Partnership by improving timeliness of referral and links to other services • Early identification of families at risk of obesity, including identification at booking for antenatal care of pregnant women with BMI > 30, to ensure appropriate advice and referral • Identify smoking status of all women at booking and refer smokers for specialist support • Improve data available on maternal and infant health outcomes including mental health • 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)

- Increase breastfeeding rates including exclusive breastfeeding initiation and maintenance
- Improve uptake of Healthy Start Vitamins amongst mothers and children 0-4 years
- Raise awareness of female genital mutilation (FGM) and its impact on maternal health
- Develop and implement communications plan to raise awareness amongst health professionals, parents and the wider public of key risks identified by the Child Death Overview Panel, including risks of co-sleeping
- Maintain good immunisation coverage at 1 year

Maternity and Early Years Priority 2: Healthy Child Development at 2/2.5 years and 4/5 years			
C&F Plan Outcome Objective 3: Early detection and treatment of disability and illness and ensure that children achieve positive physical, cognitive and emotional development milestones			
C&F Plan Outcome Objective 5: Decreasing levels of obese and overweight children in reception year, provide more opportunities for active play and healthy eating.			
C&F Plan Outcome Objective 6: Reduce dental decay in 5 year olds			
Proposed outcome measures			
Measure	Baseline 2011/12	Target 2013/14	2014/15
Child development at 2-2.5 years (Indicator to be confirmed)	TBC	TBC	TBC
Proportion of babies who receive the MMR vaccination when they are two years old	93.9%	95%	95%
Proportion of children in Reception who are overweight ¹	10.8% (2012)	10.8%	10.8%
Proportion of children in Reception who are obese ²	13.1% (2012)	13.1%	13.1%
Proportion of children under 5 with tooth decay	39.1% (2007/08) ³	30.0% (2011/12)	28% (2013/14)

¹ Given the national trend of increasing proportion of overweight and obese children, the goal is to prevent any further increase as a first step to reducing levels of overweight and obese children locally.

² As above

³ This indicator is based on a survey carried out every two years.

Proportion of children accessing dental services	53.4% ⁴	62.9%	56%
Action/strategy/programme to deliver	Lead and key partners	Milestones	Timescale
Two year development review: building on the 2/2.5 year healthy child development review (health visiting) develop and strengthen partnerships across health, children's centres, nurseries and community organisations to promote children's physical, social, emotional and cognitive development	Leads: Public Health (Esther Trenchard-Mabere) Learning and Achievement (Monica Forty) Key partners: Health Visiting Service , Barts Health (Rita Wallace/Yvonne Dockery) Voluntary sector (Alex Nelson/Pip Pinhorn) Children's Centres (Jo Freeman/Paula Holt) Inclusion Team 0-5 years (Michele Ward) Childcare Development Quality team (Sharon Gentry)	Review current referral pathways and partnerships supporting the 2/2.5 year healthy child development review	March 2014
		Negotiate better access to data from the 2/2.5 year review with NHSE and Barts Health	June 2014
		Identify opportunities for wider join up to ensure that children at risk of impaired physical, social, emotional and cognitive development are identified and supported	July 2014
		Review of progress	March 2015
Maintain and strengthen ongoing wider partnership work to: <ul style="list-style-type: none"> • Ensure good uptake of the Healthy Child 2 year check • Expand uptake and support maintenance of Early Years Accreditation Scheme • Early identification of families at risk of obesity, including identification at 2/2.5 year check and linking to wider services • Improve healthy eating and physical activity opportunities available for under-5s • Deliver the following oral health promotion programmes: Brushing for Life, Smiling Start, Healthy Teeth in Schools (fluoride varnish), Happy Smiles (health promotion in schools programme) and 'train the trainers' • Develop an oral health promotion programme for children with SEN. 			

- Review and strengthen the early years care pathway for child disability
- Develop and implement communications plan to raise awareness amongst health professionals, parents and the wider public of key risks identified by the Child Death Overview Panel, including how to identify a seriously sick child and when to call emergency services
- Reduce A&E attendance and emergency admissions due to unintentional and deliberate injuries amongst 0--5 year olds
- Maintain good immunisation coverage at 2 and 5 years