

JOINT REPORT FROM READING BOROUGH COUNCIL, SOUTH READING CLINICAL COMMISSIONING GROUP AND NORTH & WEST READING CLINICAL COMMISSIONING GROUP

TO:	HEALTH AND WELLBEING BOARD		
DATE:	21ST MARCH 2014	AGENDA	5
TITLE:	UPDATE ON JOINT WORKING TO SUPPORT CHILDREN & FAMILIES		
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1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 In September 2013, a report to the Health & Wellbeing Board set out the opportunities identified across the Council's Children's Services and Public Health teams, the two Clinical Commissioning Groups and local health services to strengthen joint working to improve health outcomes for children and families.
- 1.2 The Board agreed to set up a sub-group to progress the opportunities and to report back on progress in March 2014. This report provides that update on the work, including achievements over the last six months, further developments planned and areas of work where longer-term input is required.
- 1.3 The Action Plan created by the sub-group is attached as Appendix A.

2. RECOMMENDED ACTION

- 2.1 To note the progress made to date and to support the further development of the work, as set out in the report.
- 2.2 To agree for the sub-group to continue to meet quarterly to maintain oversight of ongoing progress against the action plan.

3. POLICY CONTEXT

- 3.1 A number of national policy and guidance documents (such as the Department of Health's 'Healthy Child Programme', the government's 'Working Together to Safeguard Children' guidance, and the NHS Outcomes Framework) recommend local agencies working together in an integrated way to better support health outcomes for children.
- 3.2 Locally, the sub-group's work also aligns with Reading's Health & Wellbeing Strategy, particularly **Goal Two** - "Increase the focus on early years and the whole family to help reduce health inequalities" - and **Goal One** - to "promote and protect the health of all communities particularly those disadvantaged".

3.3 Reading's Early Help Strategy was published in November 2013, broadly covering the range of services supporting children and families below the threshold of Children's Social Care or very specialist interventions. The sub-group's work supports the delivery of a number of key actions identified within the Strategy to support health priorities - for example, increasing breastfeeding support.

4. PROGRESS TO DATE

4.1 Following the Board's approval, a first meeting for the Children & Families Joint Working sub-group took place in November 2013. Membership included representatives from both South Reading Clinical Commissioning Group and North & West Reading Clinical Commissioning Group, and from Reading Borough Council's Children's Services. The group was chaired by Cllr Gavin, Lead Member for Children's Services.

4.2 At the first meeting it was agreed to widen the membership to include Berkshire Healthcare Foundation Trust, Royal Berkshire Hospital Midwifery Services and a Children's Centre Manager, recognising the importance of operational as well as a strategic representation.

4.3 The group has developed an Action Plan to progress the opportunities identified in the original report to the Health & Wellbeing Board, ensuring that this aligns with existing workplans within services such as for the Early Help Strategy.

4.4 It was recognised that a number of the actions required dedicated resource to make progress, and so South Reading CCG have employed a project manager on a short term contract to jointly support the sub-group. The project manager began in February 2014 and will work part-time for 2 months to drive forward work on a number of the priority actions.

4.5 The Action Plan also includes measures supported by delivery of the actions identified. By meeting measures such as increasing referrals to early help services by GPs and other health professionals and increasing registration and attendance at children's centres for families with children under 5, the group should enable services to improve health outcomes such as increased take-up of immunisations and reduced reception age obesity.

4.6 The key achievements to date against the Action Plan and work agreed to progress this further is set out below under the same four key themes used in the original report:

Theme One "Improved Awareness of Children's Services for GPs and Health Care Professionals"

4.7 During the six months of the task and finish group, Reading Borough Council staff promoted the Early Help services available for children and families, and the thresholds to accessing appropriate support. This includes promoting a single phone line that GPs can use to refer patients to the CATs, as a more accessible route to access support than completing a CAF or Single Service Request.

- 4.8 Reading Borough Council staff have presented the Early Help offer to a range of health staff at Royal Berkshire Hospital training days, and to GPs at the South Reading CCG TIPs (Training in Practice) event on paediatrics. This will be repeated to GPs from North & West Reading CCG later in the year.
- 4.9 To support the awareness raising work, maps showing the locations of GP practices and children's centres were produced to visually demonstrate the support available to families in a local area, and distributed to GP practices to be used.
- 4.10 It was recognised that there would be an ongoing need for communication, to refresh and to raise awareness among new staff. Planned work going forward to ensure some sustainable and on-going communication between primary care professionals and children's services includes exploring potential for a single point to access early intervention services for children and developing local communication routes between children's centres and GP practices. It is hoped that over time this work will lead to increased referrals to early help services for those families identified as needing support.

Theme Two "Education and Resources for Families"

- 4.11 When the group reviewed marketing to families it was identified that strategies for creating and sharing appropriate promotional materials such as leaflets were needed to ensure these were effective. This work will be co-ordinated by March so that a consistent plan for sharing and maintaining communication messages and material can be established. This will include working with Public Health Berkshire who have made good progress in developing printed and online resources to support parent education on common childhood illnesses and other key health messages for under 5s.
- 4.12 It has been agreed that TV screens in GP practice waiting rooms is a key point to display health information messages, and so slides on the children's centres and the Children's Action Teams will be displayed on these across the practices in both CCGs.
- 4.13 An audit of A&E attendance of children from South Reading CCG showed that while most attendance was appropriate, self-referral remained the most common access route. A Berkshire-wide campaign 'Talk before you Walk' attempts to address inappropriate attendance by increasing knowledge of alternative services such as pharmacists and NHS 111. This campaign will be promoted across health and Council services.
- 4.14 It is recognised that parent education from health workers could have an impact in improving parent confidence in managing a sick child without attending A&E; conversations with the Royal Berkshire Hospital Paediatric A&E service have been held to discuss the way some parent education services could be delivered through the Children's Centres with the aim of empowering parents/carers to feel more confident in managing their child's illness and accessing appropriate health care advice and support.

Theme Three “Opportunities for awareness raising and making contact with families”

- 4.15 An online Services Guide will be launched by Reading Borough Council in April 2014, including a section provided by the Family Information Service that allows professionals and families to easily find out the range of support available locally. It was agreed by the group that it was important to ensure this directory covered all the support available across agencies, to ensure the widest knowledge of services for families to access; this work will be carried out with the team delivering the Services Guide before it is launched.
- 4.16 Pharmacies were flagged as a key opportunity to promote support to families that is currently not well connected to other services. Opportunities are being explored with the local pharmaceutical lead, including the potential for a “campaign” slot in pharmacies to be used for promoting services.
- 4.17 Health Visitors are expanding the universal support they provide to families, with the addition of a 6-8 week visit and a 9 month review for all newborns. Health visitors will be building on their current work to link families with children’s centres by using these opportunities to get parents registered for children’s centres, and exploring options for service developments for jointly delivering parent education and child reviews through children’s centre locations.
- 4.18 Royal Berkshire Hospital midwifery services currently run antenatal and postnatal services from four children’s centres. It has been agreed to extend this to ensure this is available across all localities, and this will be implemented in partnership with the children’s centres over the coming months, ensuring that appropriate working space is available.

Theme Four “Promotion of Immunisations”

- 4.19 Childhood Immunisation rates in North and West Reading CCG are amongst the highest in Berkshire but it has been challenging to maintain levels above 95% in all categories. The latest data shows that the CCG is achieving above 95% on all immunisations for one, two and five year olds.
- 4.20 South Reading CCG has a high proportion of children and young people in comparison with neighbouring CCGs. For 2013/14, the priority is to reach a target for year one immunisations of 95%. Recent data has shown an achievement of 94.2% following help from Berkshire Healthcare Foundation Trust to reach hard to reach groups.
- 4.21 To ensure that children’s centres have the right information to signpost families and provide support, it is planned that the immunisation nurse will run an information session for children’s centre staff in Spring 2014.

5. FUTURE OPPORTUNITIES

- 5.1 While making progress on a number of actions in a short space of time, the sub-group has also identified a number of issues that require further work to be addressed over a longer time period. These include:

- Further work to develop parent education opportunities that will reduce inappropriate A&E attendance for under 5s - for example, increasing communication to parents through children's centres, supported by GPs (filming "talking heads" clips on common issues, or organising evening talks)
- Undertaking wider work to simplify routes into Early Help services through a single front door, including exploring potential to integrate this with other agencies
- Linking to work underway in Public Health to develop a Healthy Weight Strategy, as reported to the Health & Wellbeing Board in December 2013
- Addressing gaps in support around maternal mental health and child mental health - ensuring better co-ordination to support early identification of need and to link this to existing services
- Ensuring sustainable capacity for delivering health promotion and education through children's centres by upskilling staff and existing volunteers around health issues such as smoking cessation and breastfeeding

5.2 The ongoing work of the project manager resource will deliver a number of service development proposals which will aim to deliver more integrated provision for consideration by key partners and commissioners. In addition action plans with priority next steps identified for progressing these opportunities by relevant agencies will also be produced to maintain the momentum already generated.

6. NEXT STEPS

6.1 The first report to the Health & Wellbeing Board highlighted the commitment across agencies to joint working that will improve support for children and families around health outcomes in Reading, and to increase access to early help services for families in need of support. The sub-group has ensured momentum to progress this shared approach and delivered some quick wins in partnership working across services.

6.2 The sub-group was established as a task and finish group and has already made progress in the five months that the group has met for. However, it is recognised that a number of actions require ongoing work from the partners involved in the sub-group, and that a longer time period is required to demonstrate impact on health outcomes.

6.3 The action plan identifies leads for each of the actions, and individually agencies should be responsible for delivering against these and ensuring progress continues. It is proposed that the sub-group meets quarterly to maintain strategic oversight of progress against the action plan and monitor collective impact. The group will also ensure any further opportunities identified by the Health & Wellbeing Board can be aligned with existing work and included in the action plan as required.

7. COMMUNITY ENGAGEMENT AND INFORMATION

7.1 The group's work has been informed by a number of consultations with children, young people, parents and carers. This includes the consultations completed on the Health and Wellbeing Strategy and the Early Help Strategy, as well as the 'Listening into Action' work by Berkshire Healthcare Foundation

Trust to understand the views of parents about health visitors and other services.

8. BACKGROUND PAPERS

- 8.1 'Joint Working Opportunities to Support Children & Families Across Health And Children's Centres' - report to the Health & Wellbeing Board, 20th September 2013
- 8.2 Reading's Early Help Strategy 2013-16
- 8.3 Reading's Health and Wellbeing Strategy 2013-16
- 8.4 Healthy Child Programme guidance
- 8.5 'Working Together to Safeguard Children' Guidance
- 8.6 NHS Outcomes framework 2013-14