

Children & Families Joint Working Sub-Group Action Plan (February 2014)

	Area of Development	Actions	Who is responsible?	Timeframe	Outcomes/Measures
Theme One - Improved Awareness of Children's Services for GPs and Health Care Professionals					
1	Improving understanding across health services of the range of Early Help services available	<ul style="list-style-type: none"> Attending comms opportunities to promote services and access routes Developing communications at a local level (individual surgeries/children's centres) 	Reading Borough Council (Children's Action Teams)	Progress check - March	Increased referrals to Children's Centres and CATs from GPs and health professionals
2	Improving local knowledge and signposting through "mapping" of children centres and GP surgeries	<ul style="list-style-type: none"> Work with RBC GIS & Mapping to produce localised maps Explore combining postcode checkers available on CCG and RBC websites 	Reading Borough Council (Children's Action Teams) N&W Reading CCG South Reading CCG	February (completed)	Increased registrations/attendance at Children's Centres
Theme Two - Education and Resources for Families					
3	Increasing public awareness of support available through promotion of children's services within GP surgeries	<ul style="list-style-type: none"> Working with practice managers to promote services through leaflets, TV screens, noticeboards Working with Public Health to share parent education materials 	N&W Reading CCG South Reading CCG Reading Borough Council (Children's Centres)	March	Information available in all GP practices Increased registrations/attendance at Children's Centres
4	Development of methods to signpost families to support across health and children's services	<ul style="list-style-type: none"> Use audits of A&E attendance to inform targeting of resources Promote the 'Talk Before You Walk' campaign across services 	South Reading CCG N&W Reading CCG RBH Paediatric A&E	January (completed) March	Reduced inappropriate attendance at A&E
Theme Three - Opportunities for awareness raising and making contact with families					
5	Mapping contacts with families to identify the key opportunities for awareness raising & providing support	<ul style="list-style-type: none"> Sharing existing directories of services for families - RBC, RVA, Your Options Ensure RBC's Reading Services Guide covers support available across agencies 	N&W Reading CCG South Reading CCG Reading Borough Council (Children's Action Teams)	January (completed) March	
6	Exploring the opportunity for pharmacies to focus on children and families, signposting and advising about local services	<ul style="list-style-type: none"> Explore potential for a "campaign slot" in pharmacies to be used for promoting services Follow-up with local pharmaceutical lead on partnership working 	N&W Reading CCG South Reading CCG	April	

7	Making the most of the role of Health Visitors to link families into support available	<ul style="list-style-type: none"> Ensure 6-8 week visit (introduced in January) promotes children's centres and other services Jointly develop and provide a consistent programme of support between health visitors and children's centres 	Public Health Reading Borough Council (Children's Centres)	April	Increased children's centre registrations from Health Visitors
Theme Four - Promotion of Immunisations					
8	Exploring further opportunities for children's centres to promote immunisations in areas where this is a priority, particularly to families who are difficult to reach	<ul style="list-style-type: none"> Immunisations nurse to do information session for children's centre staff - case studies, FAQs - to ensure they are informed and can support signposting of families 	Public Health Reading Borough Council (Children's Centres)	March	Meeting target of 95% of children under 1 immunised
Further opportunities					
9	Working with RBH A&E department to explore opportunities to reduce inappropriate A&E attendances for under 5s	<ul style="list-style-type: none"> Explore filming of GP "talking heads" with Reading University, as a resource for Health Visitors and Children's Centres to provide minor illness/injury support Organising GP/Community Pharmacist to do evening talks for parents 	South Reading CCG N&W Reading CCG RBH Paediatric A&E	Project in place for March, to progress beyond this	Reduced inappropriate attendance at A&E
10	Improving identification of vulnerable families through simplified referral routes, alongside promotion of single telephone line for GPs	<ul style="list-style-type: none"> Introduce revised request form for CAT services & increase use by health visitors Continue to promote Children's Action Team phone number as route in for GPs Longer-term - One Front Door development for children's services 	Reading Borough Council (Children's Action Teams) Public Health	March End of 2014	Increased referrals to CCs and CATs from GPs and health professionals
11	Closer joint working between children's centres and both midwives and health visitors, including co-location within children's centres	<ul style="list-style-type: none"> Roll-out midwifery services to further children's centres Ensure IT access is available to partners in children's centres Health Visitors increasingly hot-desking in children's centres 	Reading Borough Council (Children's Centres) Public Health RBH Midwifery Services	April	Increased number of vulnerable families receiving support pre-birth
12	More joint working to address high levels of obesity	<ul style="list-style-type: none"> Ensuring link to Healthy Weight Strategy group as Strategy is developed Support the Beat the Street project taking place in Spring 2014 	Public Health	Summer 2014 Spring 2014	Reduced reception age obesity

13	Potential to offer Health Activist training for volunteers who work with parents, to provide greater support and signposting	<ul style="list-style-type: none"> Identifying training offer Offering training (as appropriate) to existing volunteers at children's centres and partners 	Reading Borough Council (Children's Action Teams) Public Health	Summer 2014	
Held for later work					
14	Working with schools to support health outcomes for children, including further investigation of potential use for the resources packs	TBC	TBC		
15	Joining up of ways to capture the views of families on services that are currently provided	TBC	TBC		