

JOINT REPORT FROM READING BOROUGH COUNCIL, SOUTH READING CLINICAL COMMISSIONING GROUP, NORTH & WEST READING CLINICAL COMMISSIONING GROUP, BERKSHIRE HEALTHCARE FOUNDATION TRUST and ROYAL BERKSHIRE HOSPITAL

TO:	HEALTH AND WELLBEING BOARD		
DATE:	30 January 2015	AGENDA ITEM:	9
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 regularly. The first report was given to the board in March 2014 providing an update on the work over the first six months. This report outlines the revised action plan focus, achievements and progress made and any barriers being experienced.
- 1.3 The revised Action Plan (Sept 2014) agreed 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, regular meetings have been held. Membership includes Reading Borough Council (both Public Health and Children’s Services), South and North & West Reading CCG’s, Berkshire Healthcare Foundation Trust, Royal Berkshire Hospital (Senior Children’s Nurse)
- 4.2 The group has reviewed, revised and streamlined its Action Plan. The action plan now has 3 key themes;
- a) **Improved Access and knowledge of family services (across both Health and RBC)**
 - b) **Education opportunities and Support for Families**
 - c) **Increasing our quality and impact in specific areas (supporting breastfeeding, uptake of immunisations/ reducing Post Natal Depression (PND)/ reducing obesity**
- 4.3 The key achievements to date against the Action Plan and work agreed to progress this further is set out below under the three themes below (point 4.5 onwards).
- 4.4 The subgroup is pleased to report the securing of funding from South Reading CCG and RBC Public Health for a joint project manager. This is for a year-long post to focus on accelerating progress in the education support to early year’s parents, improving early identification and help in mental health support to women and staff during pregnancy and into the first 2 years after the child’s birth.
- 4.5 It is anticipated that the post-holder will be in post by March/April 2015 reporting to both South Reading CCG and RBC Children’s Services.

Theme One - Improved Access and knowledge of family services (across both Health and RBC)

- 4.6 A pilot scheme set up across South and East CCG, RBC and Berkshire Healthcare Foundation Trust (BHFT) has been set up to provide a single referral route for local GPs to contact their local Children’s Centre. Using the already well-established single point of access, the Health Hub, a partnership has been formed to enable GPs to refer families needing early help directly to Children’s Centres. Set up as a pilot in October there has been limited use in the first 6 weeks by GPs but it is recognised that embedding service change in primary care takes time. We are fully expecting to run the pilot past the initial 3 months planned, and if proved successful to widen the offer to all Reading GP’s.

- 4.6 Over the summer, the CCGs worked in collaboration with Public Health to deliver a series of healthy winter messages during the week 6-12 October in the Broad Street Mall. The Roadshow was funded from NHS England winter resilience money and comprised an information leaflet and videos incorporating both NHS and Reading Borough Council messages describing how to stay healthy over winter. The messages were focussed on the elderly and families:
- Importance of the flu jab
 - How to keep your home healthy
 - Self Care / App
 - NHS 111
 - Where to go for advice: Reading Walk in Centre, pharmacists

The event was staffed by one member of staff over 7 days, however, patient representatives from both Reading CCGs attended the roadshow to help reach larger numbers of people. South Central Ambulance Service also attended to promote NHS 111 following public feedback that the service was not well known. From numbers of leaflets distributed, it is estimated that over 2,000 members of the public were engaged with.

- 4.7 Reading CCGs have produced a booklet on managing common childhood illnesses aimed at parents and carers of children aged birth to 5. These have been widely distributed across Reading to A&E, GP practices, Walk in Centre, Health Visitors, Family Nurse Partnerships, libraries and toddler groups. Online versions are available on the CCG websites and the Reading Resource Guide.
- 4.8 An early summer event as part of the Children's Festival has been identified as an opportunity to promote some key messages to families on topics such as oral health, exercise, weight management, immunisations. A task group has been set up to identify the detail and coordinate with the events team in RBC to deliver this event.

Theme Two - Education opportunities and Support for Families

- 4.9 It is recognised that parent education from health workers could have an impact in improving parent confidence in positively managing their child's health and development. The action plan aims to develop an education support package in all 5 clusters to deliver information and advice consistently on Immunization, Common Childhood illnesses and injury prevention, Mental and emotional well-being for mother and baby, feeding /breastfeeding, and language development (oral health?). This service offer needs to link to the ages and stages developmental check from health visitors. The initial programme has been identified and with the appointment, expected in early 2015, of the jointly funded project manager into public health this action will gain more momentum.

Theme Three - Increasing our quality and impact in specific areas (supporting breastfeeding, uptake of immunisations/ reducing PND/ reducing obesity. The action plan identifies the following aims:

- 4.10 Improve Breastfeeding rates in particular to families who are difficult to reach. Recently both the Acute and Community health Trusts have achieved the National UNICEF baby friendly accreditation which evidences the high standard of care, support and information that the mothers and families of Reading are

now receiving. However this is the first stage in developing a robust process for the whole of Reading to move to being Breast feeding friendly. Going forward Public Health, Children's Centres and the Health visiting service have committed to work closely on ensuring coordination funding and services.

- 4.11 Increase the profile and promotion of immunisations in to families who are difficult to reach. The task group have reviewed most recent data on immunisations and will be targeting catch up at school as its primary focus.
- 4.12 Reduce the impact of Post Natal Depression (PND) in families and on children's lives. What to progress has been agreed as joint training to support early detection between Children's Centre and Health staff, re-locate to increase access to face-to-face Talking Therapies provision into Children's Centres, recommend alternative PND services to be delivered in CCs. With the appointment, expected in the early 2015, of the jointly funded project manager into public health these actions will be owned by a dedicated resource to drive them forward.
- 4.13 Support the healthy weight strategy to reduce levels of obesity in families. Exact details need to be confirmed with Public Health colleagues.

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:
 - GP use of non-health services to support families/ children
 - To work with public health (locally and PH England) and out local schools to take a similar approach to the recent boost to MMR for other 'catch up' immunisations at transition points into schools
 - Stronger link to the obesity strategy to align our contribution to this work-stream.
 - To maintain the recent success of the Breastfeeding Initiative and explore widening its impact by applying this to the Council.

6. NEXT STEPS

- 6.1 The Health & Wellbeing Board established this sub group to provide momentum to 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.
- 6.2 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 It is proposed that the sub-group continues to meet quarterly to maintain strategic oversight of progress against the action plan and monitor collective impact.

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' - reports to the Health & Wellbeing Board, 20th September 2013 & 21st March 2014
- 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