

Best Start in Life Implementation Plan 2023-2025

Cross-cutting, collaborative actions, required to underpin all transformational developments:

Actions	Target/review date	Responsible Service(s)	Indicators/measurements	RAG	Progress (inc risks)
A. Work to establish an integrated approach across teams that include practice nurses and staff from the new 0-19 service	December 2024	WVT/ICB/Taurus/PCNs	Progress report from ICB/ICP Impact on families		Preparatory work initiated through the mobilisation phase of the new 0-19 service contract. Integrated team planning meetings to begin April 24
B. Ensure cross partner communications plans to promote healthy living messages	April 2024 (June 2024)	Hfds/WVT/ICB/PCNs/CP & CVS/One Herefordshire Communications Group	Immunisation data; A&E admissions for 0-5s; Increased role of pharmacies		Initial work with TC as part of updates to the directory. Key list of topics to be agreed as part of first phase. Timescales may need to be adjusted to June 2024
C. Develop a cross-sector dashboard covering health services, social care, CVS and early years data	March 2024 (Dec 2024)	Hfds council/WVT/ICB/CVS	Dashboard with health and social care data		There are challenges for this in terms of timescales and the number of cross-sector dashboards currently in development. Work to review all dashboards is a priority
D. Ensure that the 'Voice of the Child' approach is being implemented across all activity	June 2024	CVS/all partners	Measure activity against the HSCP Voice of the Child Participation Toolkit		Herefordshire Together bids; Quality of Life surveys include CYP engagement and/or coproduction. Further opportunities to be identified across the plan

AMBITION 1: CHILDREN ENJOY GOOD HEALTH AND WELLBEING

Outcomes	Reduction in tooth decay	Reduction in obesity of all children	Increased mental wellbeing and resilience of parents & children	Improvement in health outcomes for all children and seek parity in health for the most disadvantaged children
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Actions	Target/review date	Responsible Service(s)	Indicators/measurements	RAG	Progress (inc risks)
<p>1.1 Continue roll-out of tooth brushing programme to include: SEND/MOD pre-schools and reception classes</p> <p>Establish brush packs in Health Visitor 2 year review & new pre-school review</p>	June 2024	Hfds Council Public Health/Early Years Coordinators/WVT Health Visiting	Oral health data % of 5 year olds with dental decay, missing or filled teeth; Link with Oral Health Improvement Board data; Increase in children who at receiving oral health pack 2 year review.		On track with further opportunities to extend roll-out being explored
1.2 Roll-out of new oral health & healthy weaning contact of the 0-19 contract.	October 2024	Wye Valley Trust Health Visiting/Hfds Council/	Reach and accessibility measures		Phased implementation to include options e.g. F2F, group sessions, online
1.3 Work to secure more NHS dentists, so that pre-school children can have regular dental check-ups	December 2024	ICB/Public Health	Increased access to dental services/qualitative report from ICB/PH		2 new dental practices opening in April 2024 with agreement to allocate provision for children under 2 yrs
1.4 Establish Healthy Tots programme & toolkits, including healthy eating and physical activity policy in Early Years settings, including SEND/MOD children	December 2024	Hfds Council Community Hubs/Public Health	Excess weight at reception age (National Child Measurement Programme data) Number of schools & early years providers signed up to Healthy Tots; Impact data on targeted, vulnerable groups		Pilot settings identified. Primary and secondary headteachers have been updated on this new initiative and welcomed its introduction. Early years settings and special schools have also positively engaged
1.5 Expand B/F friendly accreditation:		Hfds Council/Public Health	Breast feeding rates at 6-8 weeks		Wider expansion of BFI not yet started.

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In the community eg children's centre services and Community Hubs	Maternity: Complete process for Baby Friendly status/accreditation	December 2024	Wye Valley Trust/Midwifery ICB/WVT/PH	County-wide implementation	Green	Maternity services BFI re-accreditation process underway.
	Progress the Infant Feeding Strategy towards implementation	June 2024				ICB Infant feeding strategy action plan being finalised. Additional resources have been made available to support wider implementation across Herefordshire
		March 2024				
1.6 Future development of TC community hubs that can offer comprehensive information and have staff trained in healthy living coaching	Launch virtual offer providing information & support for families through Talk Community	December 2024	Hfds Talk Community/CP	Number of parents accessing support; monitoring data	Green	Detail on training programmes offered has been specified including numbers/targets for training. Clarification being sought re the nature of support accessed by parents.
		June 2024		Number of families using TC hubs		Working group taking forward virtual offer developments.
1.7 Expand collaborative work with commercial sector around healthy eating e.g. supermarkets, cafes		May 2025	Hfds Public Health	Increase in provision	Grey	Initial discussions indicate more groundwork to be undertaken. Possible referral to future action plan.
1.8 Develop training for all 0-5s workers to identify oral health, healthy weight issues, MH issues & ACEs including PCNs/social prescribers, family support workers, Homestart, community development		2024/25	Hfds council/PCNs/WVT/CVS	Numbers/type of staff trained Health & wellbeing surveys Numbers using CHAT line Link with GMH Implementation Plan and CYP Emotional Health & Wellbeing Delivery Plan	Green	Training programmes and availability to be detailed. Engagement with frontline staff to be scheduled on completion of the above.

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workers and early years settings					
1.9 Strengthen reach to families that do not engage with statutory services/who do not seek support eg Gypsy/Roma families	December 2024	Hfds council/CVS	Qualitative report Link with Health Inequalities Strategy 2023-2026		Joint working with CVS/Herefordshire Together to be progressed
1.10 Sustain support for the poorest families across the county, including holiday activities fund	December 2024	Hfds council – County Plan, Big Economic Plan/CVS	Data on benefit claims, free school meals; Numbers of children living in poverty		Targets currently being reviewed as take-up of holiday support is good. Additional funding from central government confirmed for 1 year to 25

AMBITION 2 : CHILDREN ARE PROTECTED FROM HARM AT HOME AND IN THE COMMUNITY

Outcomes	Reduction in number of children experiencing neglect & unintentional injuries	Reduction in number of children with experience of trauma / ACEs	Reduction in number of children taken into care	Greater numbers of parents are successfully supported to develop healthy parenting routines & behaviours
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Actions	Target/review date	Responsible Service(s)	Indicators/measurements	RAG	Progress (inc risks)
2.1 Pilot the PH Wales Adverse Childhood Events(ACEs) Enquiry Questionnaire	June 2024	WVT- HV service	Qualitative report		Health visiting service pilot project on track to be initiated from April 24
2.2 Develop training programme/effective signposting/Healthy Tots/Solihull approach for ACEs to include: Family Support Workers, EY and primary school staff, foster carers, Talk Community volunteers Establish West Mercia Women's Aid & Turning Point involvement in training package	December 2024 June 2024	Hfds council	Link with 'Early Help & Prevention' Plan Number of staff trained Numbers of staff accessing Solihull training Impact on practice		Training commissioned for assessment & emotional coaching for ACEs in early years. Solihull programme plans in development to be expanded through primary school staff training, foster carers etc
2.3 Broaden 'First Steps' programme to include domestic violence, previous child removal & incorporate the PAUSE approach.	January 2025	Hfds council	Number of staff trained and impact measures		PAUSE is a licensed programme but a bespoke, local approach will be developed through the First Steps partnership group
2.4 Roll out 'Dingley's Promise' (SEND) training to primary school staff	June 2024	Hfds council	Numbers of staff trained		On track

Actions	Target/review date	Responsible Service(s)	Indicators/measurements	RAG	Progress (inc risks)
2.5 Signpost parents to Dingley's Promise support package	March 2024	Hfds council	Numbers of families that access the programme	Green	On track
2.6 'Broaden' the early help/Start for Life offer within the community to involve more community hubs, community groups, CVS etc – so that early help is everyone's responsibility	September 2024	Hfds council & CVS partners/community stakeholders	Data from hub staff numbers/training Link with 'Early Help & Prevention' Plan	Yellow	Dependent on the development/review of TC/community hubs and availability of volunteer workforce
2.7 Monitor/note progress/link with Children's Services improvement plan	Ongoing	Hfds council & stakeholders	Progress reports Data from A & E re NAIs Performance data from Children & families service eg numbers for those in care Qualitative measures – the voice of children and families	Green	This action may be better reflected within the Terms of Reference for the Early Years Partnership/BSiL Group. For potential deletion within this plan

AMBITION 3: CHILDREN ARE ABLE TO ACHIEVE THEIR EARLY DEVELOPMENTAL MILESTONES

Outcomes	Increase in number of children achieving the appropriate level of development at 2-2½ yrs.	Identification of those children that don't achieve their milestones and the offer of support	Children who are experiencing disadvantage have a clear pathway of support	All children are ready for school/ schools are ready for children of all abilities
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Actions	Target/review date	Responsible services	Indicators/measurements	RAG	Progress (inc risks)
3.1 Establish specialist HV for SEND children, so families can be supported better	June 2024	WVT HV service	Link with SEND Strategic Assurance Board		Recruitment to post in progress
3.2 Expand joint HV clinic with physio/speech therapy for early discussions on potential signs of delay	June 2024	WVT/PH/ICB	0-19 service performance data – developmental assessments		Initial planning underway
3.3 Work towards a consistent universal offer that incorporates joint working between HV & Early Years. Eg expand the integrated development reviews	December 2024	Hfds council/WVT	0-19 performance data		Building on existing practice
3.4 Work towards fulfilling the statutory duty for providing early years education as set out by DfE, supported by: Workforce plan to expand training/career pathways for Early Years education posts	December 2024	Hfds Council/CVS partners/education/ community stakeholders	Number of children taking up EY places across the county. Information from Childcare Sufficiency Strategy (annual assessment) Number of those taking up training		Currently sufficient places exist but there is a need to understand the impact of the national offer of increased hours from April 2024 Dependent on recruitment and retention of Early Years staff in future. Workforce pathways and physical assets mapping to be undertaken

Actions	Target/review date	Responsible services	Indicators/measurements	RAG	Progress (inc risks)
<p>Work with estates/capital projects to identify possible physical buildings for EY groups</p> <p>Scoping with Parish Councils to identify potential physical assets</p>			Number of settings/venues available across the county		
<p>3.5 Work to ensure that all reception-age children are in their chronological age group</p>	July 2025	Hfds Council	School access data; qualitative reporting		Not an issue currently and schools have been sent local guidance. Potential to delete from plan.
<p>3.6 Expansion of community approach and co-production so that communities & parents together support children's communication & social experiences</p> <p>Expand work with CVS to reach marginal groups eg Roma/Gypsy/other minority ethnic groups</p>	December 2024	Hfds/TC council/ CVS/health partners	<p>Number of children requiring specialist speech and language therapy.</p> <p>Qualitative reporting</p>		<p>Plans/scoping for this work to be developed.</p> <p>Plans to expand reach/access for marginalised communities to be developed.</p>

AMBITION 4: PARENTS ARE WELL SUPPORTED DURING PREGNANCY AND POST BIRTH

Outcomes	Increase in numbers of women experiencing a healthy pregnancy	Reduction in infant mortality rate	Improvement in antenatal and post-natal mental wellbeing	Parents are able to make a confident transition to parenthood
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Actions	Target/review date	Responsible Service(s)	Indicators/measurements	RAG	Update (incl risks)
4.1 Establish pre-conceptual care education within 'Healthy Schools' programme/Women's health Hubs/PCNs	September 2024	Hfds PH/Educ/health partners	Infant mortality data Low birth weight data Smoking in pregnancy data		Awaiting women's health hub developments and LMNS plans
4.2 Continue roll-out of 'challenging conversations' training for midwives around healthy lifestyles and expand to health visiting services	December 2024	WVT	Number of staff trained Qualitative feedback and impact		Midwifery training complete and expansion to include health visiting planned
4.3 Identify opportunities to continue healthy lifestyle trainers for Healthy Mums programme weight management & MH and family coaching approach Continue with stop smoking specialist service for pregnant smokers	March 2024 December 2024	Hfds PH/WVT	Healthy lifestyles data eg maternal obesity; postnatal smoking data; Healthy Start vitamins and food vouchers uptake Smoking in pregnancy and smoking at time of delivery rates		Opportunities for healthy lifestyle trainers to continue Healthy Mums are being assessed but funding is still a risk: additional funding being sought by ICB Additional central funding to support stop smoking services including 'swap to stop' for pregnant women

Actions	Target/review date	Responsible Service(s)	Indicators/measurements	RAG	Update (incl risks)
4.4 Monitor progress of perinatal MH worker programme – severe MH	June 2024	H & W MH collaborative	Number of women accessing the service; partner support	Green	Access to perinatal MH services in Herefordshire currently very good
4.5 Expand the 'First Steps' programme (currently for under 21s) to include all 1st time parents who are vulnerable see Ambition 2)	December 2024	Hfds council/ WVT/ CVS	Under-21s data: Women returning to education, training or work; breastfeeding at 6-8 weeks; smoking cessation uptake; Postnatal contraception	Grey	Potential options to be explored. Current capacity issues that could limit expansion
4.6 Develop community & peer support programmes within the Community Hubs (see outcomes 1,2 & 3)	December 2024	Hfds PH/ CVS		Grey	Discussions re this to be initiated with talk community and Herefordshire Together
4.7 Expand promotion and uptake of Solihull approach online courses for parents (see ambitions 1,2 & 3) and training for 0-5s workers	June 2024	Hfds/PH	Numbers of parents/carers accessing programme; Number of schools, foster carers trained Impact on professional practice	Green	Marketing and promotion strategy in development

RAG Rating Key	Not started	On track	Some issues / delay	Attention required / at risk	Complete