

On 17 September 2018, the children and young people scrutiny committee held a spotlight review concerning dental health and childhood obesity.

The following was recommended to NHS England West Midlands, Herefordshire Clinical Commissioning Group (CCG) and the executive in relation to the issues of dental health and childhood obesity. The response of each of these organisations to the recommendations is also provided below. (For information the recommendations are set out in full at the foot of this document).

Recommendation No. i	NHS England West Midlands is recommended to investigate methods and identify best practice in other areas to increase the levels of recruitment of dentists in Herefordshire.			
NHS England Response	<p>This is currently an issue even in other areas that have historically been more attractive to dentists (Herefordshire is some distance from the nearest Dental Hospital and Dental School). There is work going on nationally through a working group to look at this issue and representation is being made for dentists to be treated in the same way as GPs in terms of visa quotas. We will monitor progress in order to pick up any shared learning. There is also a meeting planned between the Clinical Directors of the Community Services to review this issue in January 2019. The LDN Chair is involved in this and will feedback any suggestions which may involve more creative use of skill-mix, including use of therapists.</p> <p>However, NHSE dental contracts team believe that it will be more productive to consider better ways of utilising our Community Dental Service providers. These services appear to be more resilient in terms of recruitment and retention of dentists than some of our other primary care contractors. The team will also continue to review opportunities to exploit new provisions within the Statement of Financial Entitlement for dentists to support flexible commissioning to see whether this will help dentists in managing those patients who choose to access services infrequently when they have a dental problem rather than attending regularly for routine care.</p>			
Action	Owner	By When	Target/Success Criteria	Progress
Monitor guidance from national working group reviewing recruitment and retention to primary care dentistry. Consider feedback from Clinical Directors Meeting Jan 2019	Nuala Woodman	28 Feb 2019 31 Jan 2019	Changes to Visa restrictions on dentists Suggestions re use of skill mix in dental teams to share via LDN Newsletter	

Recommendation No. iii	NHS England is recommended to: consider alternative methods of providing dental care to rural populations including the provision of mobile dental services; provide an update following investigations of a mobile dental service; and potential timescales for its introduction;				
NHS England Response	The use of mobiles is one option that will be considered as part of a planned access review. There are however constraints that will need to be overcome in terms of capital investment. The access review, which is anticipated to conclude in Q3 of 2019/20 will also look at other types of creative commissioning and use of existing Community Dental Service estate.				
Action	Owner	By When	Target/Success Criteria	Progress	
Access review to include options for commissioning of additional activity in areas of high need (West Midland wide)	Martina Ellery	31 Mar 19	Proposals for commissioning of any additional activity		
Seek additional investment where needed to address high priority areas	Nuala Woodman	31 Mar 19	Allocation of funding where needed		

Recommendations No. v and vi	v) NHS England West Midlands, the executive and the health and wellbeing board are recommended to coordinate efforts in the promotion of campaigns to encourage early years attendance at dentists;	
(Early Years Dental Access)	vi) NHS England West Midlands is asked to provide details of the number of children below the age of 2 attending dentists in Herefordshire;	
NHS England Response	v) Campaigns are already planned in early 2019 to encourage parents to take young children to the dentist. This work is being developed jointly with our Communications team and with Local Authority partners as part of our Starting Well initiative. Two sessions have already been held to train Dentists and their staff in dealing with young children, and guidance has been issued on how to claim for dental assessments for young children. A communications campaign will be launched in February 2019 to encourage parents to take their child to the dentist early. As part of this initiative a communications toolkit for the 'A Little Trip To The Dentist' campaign is being developed for stakeholders. This includes text to use, press releases, tweets, links to useful resources and posters. There will also be a newsletter. An early draft of a local briefing covering key contacts, facts and figures and	

	services in Hereford has been made available to attendees to the spotlight review – please contact the scrutiny committee clerk at Herefordshire Council for further details. The local briefing will be finalised jointly with partners prior to issue.			
	vi) Statistics on the number of children below the age of 2 attending dentists in Herefordshire were included within the presentation for the review and are attached again within the draft briefing mentioned above. This includes more detailed local information by ward. Refreshed statistics will be shared when these are made available following 18/19 year end which is expected in Jul 19.			
Action	Owner	By When	Target/Success Criteria	Progress
Sharing of local Starting Well plan. Sharing of updated statistics when these are collated at year end (July 2019)	Nuala Woodman	31 Jul 2019		

Recommendation No. v	NHS England West Midlands, the executive and the health and wellbeing board are recommended to coordinate efforts in the promotion of campaigns to encourage early years attendance at dentists;				
Executive Response	Accepted.				
Action		Owner	By When	Target/Success Criteria	Progress
An Oral Health Strategy Group is set up to co-ordinate the development and implementation of the oral health plans and will report to the Health and Wellbeing Board.		Public Health Consultant	Sep 2019	Group established	Completed
Develop a co-ordinated campaign (through the Oral Health Partnership) which will encourage early years attendance at dentist and greater understanding of protecting teeth. This will be through, for example, the provision of dental health information (leaflets, social media campaign) for parents; by health visitors at the 1 year health review; and by children’s centre services during weaning and Let’s Play (dental) sessions.		Public Health Consultant	June 2019	Awareness by parents: 80% of respondents aware of need to register child with dentist and understand sugar-smart foods	

In addition, targets around dental health for children's centre services have been set for 2019. Further work that is planned includes working with early years settings to add a question about accessing a dentist when a child is signed up to attend a nursery, playgroup or childminder. We will also be promoting greater take up of fluoride varnish and seeking to work with dentists to enable a consistent offer to children aged between 3 -16 at every dental check-up.	Public Health Specialist	December 2018	Increase in 0 -2yr olds accessing dental services. All Herefordshire dentists applying fluoride varnish to a minimum of 50% of eligible population.	Interim reporting June 2019
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Recommendation No. viii	The executive is recommended to promote a campaign to highlight those foods which are harmful to teeth and those which are sugar smart;			
Executive Response	Accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
The co-ordinated public campaign (action above) will cover sugar smart food and access to dental services.	Public Health Specialist	December 2018	Children's Centre targets set for calendar year 2019, include: 60% of parents attending Let's Play or 1:1 sessions report a reduction in their child's consumption of sugary foods, drinks and snacks.	Interim reporting June 2019

We will work with schools, nurseries and other early years providers to raise awareness of the importance of sugar-smart foods and good nutrition in schools.	Public Health Consultant			
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Recommendations No. ix, x and xi (Access to Dentists)	ix) NHS England West Midlands is recommended to provide clarity regarding how people access dental services; x) NHS England West Midlands is recommended to work with dental surgeries to ensure that information about capacity and access on websites is up to date; xi) NHS England West Midlands is recommended to investigate under-capacity at dentists in Herefordshire and reports of local residents being denied registration and responds to the children and young people scrutiny committee with detail of the outcomes of the investigation.			
NHS England Response	<p>ix) Patients are free to attend any dental practice and request appointments for treatment. There is currently no formal registration with practices with the exception of one dental contract reform prototype site in Kyrle Street. Options are currently being explored with the Community Dental Service Access Centres to facilitate extra capacity to allow patients the option to attend these services for check-ups as well as treatment.</p> <p>x) The Local Team continues to engage with the Local Dental Committee (LDC) who currently advise practices that updating of NHS Choices is not a contractual obligation. The Team have been lobbying centrally for a change in the contract and regulations to make the updating of NHS Choices compulsory. In the meantime this is not something that can be enforced and we rely on co-operation. A change in regulations or in attitude by the LDCs is necessary in order to progress this.</p> <p>xi) The contracts team continues to work proactively with practices by reviewing activity at mid-year and again at year end. Practices that persistently underperform are encouraged to rebase their contracts to free up activity to enable re-commissioning of alternate services. Any practice found to be turning patients away whilst they are persistently underperforming against their contract will be breached for non- delivery of services. In order to gather evidence to allow us to do this we need co-operation from patients and local Healthwatch in notifying of instances where this is an issue. The team continue to monitor dashboard statistics about access and satisfaction (details were shared in the spotlight review presentation). Spot purchasing of additional activity is being undertaken to replace capacity locally where issues have been flagged early by providers who are unable to deliver their contracted activity.</p>			
Action	Owner	By When	Target/Success Criteria	Progress

Spot purchasing of additional activity in Hereford	Martina Ellery	31 Jan 19	Additional capacity for patients to attend appointments	
Engage with local LDC to seek agreement to promoting the updating of NHS Choices.	Nuala Woodman	31 Jan 19	Agreement of contractors to update NHS Choices	
Raise issue of changes to contract to include notification of NHS Choices at Dental Leads and include this as a requirement in any amended incorporated or converted contracts.	Nuala Woodman	31 Jan 19	Increase contractual levers to enforce updating of website	
Engage with Healthwatch to give details of how to report practices that are turning patients away.	Nuala Woodman	31 Jul 19	Intelligence gathering of evidence to support action against practices who are failing to deliver services	
Review of end of year activity to identify practices that are failing to deliver contracted activity	Nuala Woodman	31 Jul 19	Report collating the outcome of year end against intelligence received with list of actions	

Recommendation No. xii	The executive is recommended to expedite a feasibility review of fluoridation in all of Herefordshire's water supplies (mains and private) through the Oral Health Strategy Group and produce a full cost and health benefit analysis of its potential introduction;
Executive Response	Accepted. The executive agrees that this is an important recommendation to pursue, but an oral health needs assessment requires to be undertaken prior to any feasibility study.

Update at meeting of the Cabinet – 17 January 2019 - <i>the potential disbenefits to introducing fluoridation needed to be explored alongside any potential health benefits, it was agreed that the response to the scrutiny committee be amended to reflect this.</i>					
Action	Owner	By When	Target/Success Criteria	Progress	
An Oral Health Needs Assessment is being prepared and will inform how the recommendations are implemented.	Public Health Consultant	June 2019	Needs assessment completed with clear recommendations	Currently underway	
Following completion of the Oral Health Needs Assessment a feasibility study will be commissioned (in line with PHE fluoridation toolkit)	Public Health Consultant	Dec 2019	Feasibility study complete		

Recommendation No. xiii	The CCG is recommended to include in the review of maternity services: methods of promoting a healthy ante-natal and post-natal weight for mothers; consideration of the weighing of pregnant mothers by midwives and setting target weights; and the promotion of breast feeding.	
CCG Response	This work is in progress through the multiagency LMS (Local Maternity System) for Herefordshire and Worcestershire. The LMS Plan includes the following objectives for local maternity services:	
	Maternal Obesity <ul style="list-style-type: none">• Implement exercise and weight management support pre-conceptually, during pregnancy and/or in the postnatal period.• Health weight and lifestyle strategies will become part of every contact counts in primary and secondary care.• Maternity services will be have documented clinical pathways for women with raised BMI• Maternity services have direct access to weight management programmes delivered by Primary and Public Health• Maternity services will have direct access to sign post women to exercise in pregnancy	Breast feeding <ul style="list-style-type: none">• Initiation will be improved through further education of families, staff training and better recording• Rates will be consistently tracked• Innovating to increase breast feeding initiation, including through community based programmes involving all family members, and further developing peer support programmes

<p>The LMS plan is a whole system approach that involves commissioners and providers for local authorities, CCGs and public health. Much of the post and antenatal support for mothers will be provided by partner agencies. For example, through the LMS, a project is being led by Public Health to pilot group weight management sessions for pregnant women recorded with Wye Valley NHS Trust.</p> <p>Regarding the specific maternity services for which CCGs are the responsible commissioner, we have implemented a new service specification with local hospital providers, which includes the expectation to achieve success rate of at least a 95% of women having their BMI documented at time of booking and then having their 3rd trimester weight recorded. The providers are also required to monitor women with BMI over 35 at booking and then again 3rd trimester so that they can be appropriately advised, supported and signposted to effective weight management approaches. Providers are also expected to achieve 74% of mothers initiating breastfeeding within the first 24-hours following birth.</p>				
Action	Owner	By When	Target/Success Criteria	Progress
LMS Board to continue to monitor and lead system-wide improvements	LMS Board	2025	As set out by LMS Plan	
CCG to monitor performance of WVT maternity services through usual contract management arrangements	CCG	Annually	As set out by CCG contract	

Recommendation No. xiv	The executive and CCG as joint commissioners of mental health services are recommended to consider the provision of therapy to address underlying mental health causes of excess weight and impacts of childhood obesity;
Executive Response	<p>Rejected. Predominantly, the causes of overweight and obesity in childhood are associated with the obesogenic environment, parental behaviour and poverty leading to overeating, eating too many sugary and fatty foods, large portion sizes and lack of physical activity. Underlying mental wellbeing impacts on healthy behaviours however we do not see that provision of therapy is the most appropriate response to improving this across the population. National Institute for Health and Clinical Excellence (NICE) has published guidance on the management of obesity in adults and children. The treatment of choice for the individual is multicomponent lifestyle interventions which include behaviour change strategies to increase people's physical activity levels or decrease inactivity, improve eating behaviour and the quality of the person's diet, and reduce energy intake.</p> <p>We propose that we focus on building resilience across communities and tackling inequalities to address the underlying factors impacting on mental wellbeing and lifestyle behaviours at the population level. And, at the family level we propose tackling obesity and oral health through behaviour change programme.</p>

Action	Owner	By When	Target/Success Criteria	Progress
The National Institute for Health and Clinical Excellence (NICE) has identified a pathway for obesity management for children and adults and we will work with the CCG to ensure that we are following this pathway, which includes appropriate medical and therapeutic support, in Herefordshire.	Public Health Specialist			
We are also introducing a weight management programme for children and families (Fit Families) from January 2019, inviting all those children who have been identified as severely obese through the national child measurement programme (NCMP). This programme will be evaluated during 2019/20.	Public Health Specialist	Start date for Fit Families is February 2019.	32 families completed the programme. Physical assessments and self-evaluations completed to provide a record of progress.	Interim reporting July 2019.
The rollout of training for the Solihull Parenting programme and online resource for parents will contribute to positive mental health and attachment for parents and children and help to foster positive parenting and building children's resilience.	Public Health Specialist		25 Solihull train the trainers and cascaded training to all health visitors, midwives, children's centre staff plus early years, primary school reception teachers and social workers offered courses. 60% of parents undertake the online course in 2019/20	Solihull training begun October 2018 and reporting to Solid Roots Delivery and Project Boards.

Recommendation No. xiv	The executive and CCG as joint commissioners of mental health services are recommended to consider the provision of therapy to address underlying mental health causes of excess weight and impacts of childhood obesity;				
CCG Response	We recognise that addressing children and young people's mental health is a key component in overall health and could link to behaviours that result in excessive weight gain or excessive weight loss. In response to the recommendation, there are two elements: (1) We have directed specialised resources at eating disorders to support recovery from mental ill-health. (2) The Executive and the CCG agree to explore the availability of the behavioural approaches as part of the overall weight management care pathway. Any programme directed at healthy weight will include attention to education of behaviours and support to identify any underlying mental ill-health. Care pathway to address weight management will include signposting to sources of mental health help such as online / CLD Trust / CAMHS.				
Action	Owner	By When	Target/Success Criteria	Progress	

Recommendation No. xv and xvi	<p>(xv) The executive is recommended to use public health data to identify areas where evidence exists to support a restriction on fast food takeaways; and</p> <p>(xvi) The executive is recommended to evaluate the introduction of a policy to regulate the prevalence of fast food outlets in those areas identified.</p>				
Executive Response	Accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	

Review the public health evidence base with regard to fast food outlets and their impact on health of the local community. We will work with planning and licensing colleagues as part of a council wide approach to ensuring "health in all policies". Current discussions on this with regard to the Hereford Plan, includes the suitability of developing a supplementary planning document on hot food takeaways.		Public Health Consultant	February 2019.	Clear understanding and recommendations.	Next steps identified April 2019
Recommendation No. xvii	The executive is recommended to fast track measures to enable safe walking and cycling, within the city of Hereford and our Market towns, and to encourage these modes of active travel to reduce obesity and to enhance mental and physical health and wellbeing.				
Executive Response	Accepted				
Action		Owner	By When	Target/Success Criteria	Progress
The Active Travel team will continue to promote and facilitate walking and cycling in Hereford and the market towns. In addition, we will undertake insights work to understand why people do/do not use active travel measure in Hereford and market towns.		Public Health Consultant	September 2019	Report completed	

Recommendation No. xviii	The executive is recommended to commission a survey into the eating habits of parents and their children and the provision of cookery lessons at local schools. It is recommended that the survey targets three local schools (one to the North of Hereford; one to the South of Hereford; and one in a rural area) and asks: what home cooked meals are provided for children; what fast food/convenience food do children eat; and what cookery lessons occurred at the schools.				
Executive Response	Partially accept. Survey: We agree that developing a survey of parents to enable baseline measures and change in attitudes/behaviours will be useful for both understanding the current situation and measuring impact. The methods of such a survey will need to be considered.				

	<p>Schools: We propose working more broadly with schools to encourage a holistic approach to children's wellbeing, including physical activity, healthy eating, growing schemes etc. This may include a survey of current activities in schools. A survey of food provision and menus in early years settings was undertaken in 2017, which provided useful information about whether or not nurseries were following healthy eating guidance. This approach could be developed to cover schools and include additional information about cookery lessons and also personal, social and health education (PSHE) classes and the use of food diaries, for example.</p>			
Action	Owner	By When	Target/Success Criteria	Progress
Develop appropriate survey methods to gain baseline measures and enable measurement of change in attitudes/behaviours in children's oral health and obesity.	Public Health Consultant	June 2019	To be identified	Reporting December 2019
We will work with the Children's Board to gain a better understanding of the current activities being undertaken in schools and identify where the opportunities lie. We will look to facilitate schools taking a lead on this agenda. Possible interventions include training, awards scheme, daily mile, growing schemes.	Public Health Specialist	June 2019		
Neighbourhood approach: We have developed a proposal for a place-based, co-developed approach to tackling childhood obesity in rural Herefordshire. This work would look at the broad range of drivers of obesity and work with local residents and key stakeholders to implement locally-relevant and locally-designed interventions.	Public Health Consultant	Initial bid submission is due November 30 th . If successful, second round bids in the new year 2019.		Proposal has been submitted to Department of Health and Social Care for Trailblazing funding.

Recommendation No. xix	The executive is recommended to safeguard green spaces as areas for people to exercise and consider the increased provision of allotments in the green infrastructure strategy.				
Executive Response	Accept. Herefordshire is a county with a range of different outdoor spaces and we want to encourage everyone to access these safely and often. The Green Infrastructure Strategy has a commitment to incorporating green infrastructure into new and existing settlements and communities and putting people close to open and green spaces and wildlife, natural and cultural assets, providing alternative means of movement and transport.				
Action	Owner	By When	Target/Success Criteria	Progress	
We will work with planning colleagues to identify potential options and measures with regard to green spaces and provision of allotments/alternative means for gardening. This will reflect a council wide approach to ensuring "health in all policies".	Public Health Consultant	July 2019	To be identified		

Spotlight Review recommendations in full:

Dental Health

- i) NHS England West Midlands is recommended to investigate methods and identify best practice in other areas to increase the levels of recruitment of dentists in Herefordshire.
- ii) That the children and young people scrutiny committee supports NHS England's review of the provision of dental access centres to determine if they are providing an effective and cost-efficient service to the rural population of Hereford;
- iii) NHS England is recommended to: consider alternative methods of providing dental care to rural populations including the provision of mobile dental services; provide an update following investigations of a mobile dental service; and potential timescales for its introduction;

- iv) The children and young people scrutiny committee supports NHS England West Midlands, and the executive in the shared aim of promoting the attendance of children under 2 at dentists;
- v) NHS England West Midlands, the executive and the health and wellbeing board are recommended to coordinate efforts in the promotion of campaigns to encourage early years attendance at dentists;
- vi) NHS England West Midlands is asked to provide details of the number of children below the age of 2 attending dentists in Herefordshire;
- vii) To recommend to Bounty the inclusion of information regarding dental care and samples of toothpaste for new-born babies in Bounty packs.
- viii) The executive is recommended to promote a campaign to highlight those foods which are harmful to teeth and those which are sugar smart;
- ix) NHS England West Midlands is recommended to provide clarity regarding how people access dental services;
- x) NHS England West Midlands is recommended to work with dental surgeries to ensure that information about capacity and access on websites is up to date;
- xi) NHS England West Midlands is recommended to investigate under-capacity at dentists in Herefordshire and reports of local residents being denied registration and responds to the children and young people scrutiny committee with detail of the outcomes of the investigation.
- xii) The executive is recommended to expedite a feasibility review of fluoridation in all of Herefordshire's water supplies (mains and private) through the Oral Health Strategy Group and produce a full cost and health benefit analysis of its potential introduction;

Childhood Obesity

- xiii) The CCG is recommended to include in the review of maternity services: methods of promoting a healthy ante-natal and post-natal weight for mothers; consideration of the weighing of pregnant mothers by midwives and setting target weights; and the promotion of breast feeding.
- xiv) The executive and CCG as joint commissioners of mental health services are recommended to consider the provision of therapy to address underlying mental health causes of excess weight and impacts of childhood obesity;
- xv) The executive is recommended to use public health data to identify areas where evidence exists to support a restriction on fast food takeaways; and
- xvi) The executive is recommended to evaluate the introduction of a policy to regulate the prevalence of fast food outlets in those areas identified.
- xvii) The executive is recommended to fast track measures to enable safe walking and cycling, within the city of Hereford and our Market towns, and to encourage these modes of active travel to reduce obesity and to enhance mental and physical health and wellbeing.

- xviii) The executive is recommended to commission a survey into the eating habits of parents and their children and the provision of cookery lessons at local schools. It is recommended that the survey targets three local schools (one to the North of Hereford; one to the South of Hereford; and one in a rural area) and asks: what home cooked meals are provided for children; what fast food/convenience food do children eat; and what cookery lessons occurred at the schools.
- xix) The executive is recommended to safeguard green spaces as areas for people to exercise and consider the increased provision of allotments in the green infrastructure strategy.