

Best Start in Life Implementation Plan 2023-2025

This draft implementation plan has been developed through engagement with the Early Years Group and Children and Young People Partnership, Health & wellbeing board partners, and the voluntary sector. The plan will continue to evolve and develop throughout its life course

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

Actions	Target/review date	Responsible Service(s)	Indicators/measurements	Resource	Risk/Comment
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	Existing resource	The national Fuller Review & recommendations on primary care neighbourhood teams
B. Ensure cross partner communications plans to promote healthy living messages	April 2024	Hfds/WVT/ICB/PCNs/CP & CVS/One Herefordshire Communications Group	Immunisation data; A&E admissions for 0-5s; Increased role of pharmacies	Existing resource	Consistent and effective communications process across and within partner agencies
C. Develop a cross-sector dashboard covering health services, social care, CVS and early years data	March 2024	Hfds council/WVT/ICB/ CVS	Dashboard with health and social care data	Existing resources	Key data to reflect priority outcomes
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	Community paradigm through PHRFG	Inclusion on Risk Registers

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	Resource	Risk/Comment
<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.	PHRFG	
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	Existing resources	Alternative models to be explored eg face to face, digital, group offer
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	ICB	Inadequate numbers of NHS dentists On-going work with NHS dental providers to increase provision & prioritise children
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;	PHRFG	Potential pilot settings identified

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			Impact data on targeted, vulnerable groups		
<p>1.5 Expand B/F friendly accreditation: In the community eg children's centre services and Community Hubs</p> <p>Maternity: Complete process for Baby Friendly status/accreditation</p> <p>Progress the Infant Feeding Strategy towards implementation</p>	<p>December 2024</p> <p>June 2024</p> <p>March 2024</p>	<p>Hfds Council/Public Health</p> <p>Wye Valley Trust/Midwifery</p> <p>ICB/WVT/PH</p>	<p>Breast feeding rates at 6-8 weeks</p> <p>County-wide implementation</p>	<p>PHRFG</p> <p>WVT</p> <p>Existing resources</p>	<p>Currently 55% of babies are still breast fed at 6-8 weeks</p>
<p>1.6 Future development of TC community hubs that can offer comprehensive information and have staff trained in healthy living coaching</p> <p>Launch virtual offer providing information & support for families through Talk Community</p>	<p>December 2024</p> <p>June 2024</p>	<p>Hfds Talk Community/CP</p>	<p>Number of parents accessing support; monitoring data</p> <p>Number of families using TC hubs</p>	<p>Talk Community</p>	<p>TC review in progress 2023-24</p> <p>Risk of postponement of launch</p>
<p>1.7 Expand collaborative work with commercial sector around healthy eating e.g. supermarkets, cafes</p>	<p>May 2025</p>	<p>Hfds Public Health</p>	<p>Increase in provision</p>	<p>Existing resources</p>	
<p>1.8 Develop training for all 0-5s workers to identify oral health, healthy weight</p>	<p>2024/25</p>	<p>Hfds council/PCNs/WVT/CVS</p>	<p>Numbers/type of staff trained</p> <p>Health & wellbeing surveys</p>	<p>Children's Services / PHRFG</p>	

Actions	Target/review date	Responsible Service(s)	Indicators/measurements	Resource	Risk/Comment
issues, MH issues & ACEs including PCNs/social prescribers, family support workers, Homestart, community development workers and early years settings			Numbers using CHAT line Link with GMH Implementation Plan and CYP Emotional Health & Wellbeing Delivery Plan		
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 must 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	Government Funding	Lack of funding, economic plan failure

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	Resource	Risk/Comment
2.1 Pilot the PH Wales Adverse Childhood Events(ACEs) Enquiry Questionnaire	June 2024	WVT- HV service	Qualitative report	Existing resources	Funding/capacity to progress the pilot
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	Existing resource PHRFG	Training commissioned for assessment & emotional coaching for ACEs in early years
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	Expansion of existing programme	PAUSE is a licensed programme but a bespoke, local approach could be developed
2.4 Roll out 'Dingley's Promise' (SEND) training to primary school staff	June 2024	Hfds council	Numbers of staff trained		

Actions	Target/review date	Responsible Service(s)	Indicators/measurements	Resource	Risk/Comment
2.5 Signpost parents to Dingley's Promise support package	March 2024	Hfds council	Numbers of families that access the programme	Existing resource	
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	Talk Community	Dependent on the development of TC/community hubs 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 Link with Corporate Parenting Strategy 2022-2024	CYPP Board/PH	Improvement plan in progress

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	Resource	Risk/Comment
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	WVT	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	WVT	
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	WVT	Some joint reviews happen, but are inconsistent
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 Work with estates/capital projects to identify possible physical buildings for EY groups	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 Number of settings/venues available across the county	Existing resource	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

Actions	Target/review date	Responsible services	Indicators/measurements	Resource	Risk/Comment
Scoping with Parish Councils to identify potential physical assets					
3.5 Work to ensure that all reception-age children are in their chronological age group	July 2025	Hfds Council	School access data; qualitative reporting		
<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>		Lack of interest and cultural change is a risk

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	Resource	Risk/Comment
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	PHRFG	Access to pre-conceptual advice
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	Existing resource	
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	Options being explored to extend existing resource Options being explored with ICB	Funding a risk: additional funding being sought by ICB Midwifery leads for smoking currently on fixed term basis – March 2025
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	ICB	
4.5 Expand the 'First Steps' programme (currently for under 21s) to include all 1st time parents	December 2024	Hfds council/ WVT/CVS	Under-21s data: Women returning to education, training or work;	Existing resource currently	There are potential capacity issues that could limit expansion

Actions	Target/review date	Responsible Service(s)	Indicators/measurements	Resource	Risk/Comment
who are vulnerable see Ambition 2)			breastfeeding at 6-8 weeks; smoking cessation uptake; Postnatal contraception		
4.6 Develop community & peer support programmes within the Community Hubs (see outcomes 1,2 & 3)	December 2024	Hfds PH/CVS			Future of Hub development
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	PHRFG	