

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) and reporting lead(s)	Action Targets	RAG	Progress including 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/ Herefordshire General Practice /PCNs	The 0-19 service are represented at each PCN partnership board and established in PCN areas representing children & families 0-19 service have established links with all GP practices and a named nurse for each GP practice		The 0-19 Public Health Service Practice Leads have started to attend the PCN locality meetings and have made links with the development managers. Each GP Practice has a named Health Visitor who will attend the safeguarding meetings.
B. Ensure cross partner communications plans to promote healthy living messages	September 2024	Hfds/WVT/ICB/ PCNs/CP & CVS/One Herefordshire Communication Group	Healthy living Comms messages where appropriate are joined up with partners		Initial work with Talk Community as part of updates to the directory. Key list of topics to be agreed as part of first phase.
C. Develop a cross-sector dashboard covering health services, social care, CVS and early years data	March 2024	Hfds council/WVT/IC B/CVS	To be developed through our strategic partners in the Children and Young people partnership board.		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

Actions	Target/ review date	Responsible Service(s) and reporting lead(s)	Action Targets	RAG	Progress including risks
<p>D. Ensure that the voices of families and children are incorporated across actions and plans.</p>	<p>June 2024</p>	<p>CVS/all partners</p>	<p>100% of EH assessment of families of 0-5 have the voice of child embedded.</p> <p>100% of children centres services have the voice of child embedded.</p>	<p style="background-color: yellow;"></p>	<p>Need for this to be addressed through the C&YP partnership group.</p> <p>No consistent approach or strategy for seeking the voices of children and families across plans/actions.</p>

Ambition 1: CHILDREN ENJOY GOOD HEALTH AND WELLBEING
Outcome 1.1: Reduction in tooth decay

Actions	Target/review date	Responsible Service(s) and reporting leads	Action targets	RAG	Progress including risks
<p>1.1.1 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>	December 2024	Public Health/WVT	<p>40 Schools/EY settings</p> <p>100% of 2 Year Olds (Mandated check)</p> <p>85% of 3 years Olds (non mandated check).</p>		<p>There are 43 settings including Ministry Of Defence and SEND with a whole SEND school starting the program in September 2024. Order has been processed for over 1000 packs to go out with the 4-6 month visit by the Health visitors.</p>
<p>1.1.2 Roll-out of the 4-6 month oral health & weaning contact (community offer).</p>	October 2024	WVT	<p>50% of all parents attend the 4-6 months community workshop for weaning and oral health.</p>		<p>The 4-6 month weaning/dental workshops have been rolled out across the PCN localities in Herefordshire, in Q1, 37% of families attended workshops. Workshops are actively being advertised on Facebook pages and letters are sent to all families that are eligible to participate in the workshops. Parents are able to book via a booking line or email. The team is reviewing attendance across each PCN locality and how attendance can be improved.</p>
<p>1.1.3 Work to secure more NHS dentists, so that pre-school children can have regular dental check-ups</p>	December 2024	ICB/ORAL; Health Improvement Board	<p>2 New NHS dental practices established in herefordshire.</p>		<p>2 new dentists in Herefordshire:</p> <p>Commercial street - Open</p> <p>Saxton Hall, South Wye – Opening soon</p>

Actions	Target/review date	Responsible Service(s) and reporting leads	Action targets	RAG	Progress including risks
1.1.4 Establish Healthy Tots programme & toolkits, including healthy eating and physical activity policy in Early Years settings, including SEND/MOD children	December 2024	Public Health	40 Early years settings /childminders sign up to the framework in the first year. 60 of Early Years settings/childminders sign up to the framework in year 2.		Currently, 32 schools are completing the program of healthy schools, 27 of those settings have Early Years provisions which will be supported through the healthy tots programme. On track to meet the target of 40 in December 2024.

Ambition 1: Children Enjoy Good Health and Wellbeing

Outcome 1.2: Reduction in obesity of all children

Actions	Target/review date	Responsible Service(s)	Action targets	RAG	Progress including risks
1.2.1 Expand B/F friendly accreditation: In the community eg children's centre services and Community Hubs Maternity: Complete process for Baby Friendly status/accreditation Progress the Infant Feeding Strategy towards implementation	December 2024 June 2024 March 2024	Midwifery WVT Children Centres	Align Children centre services with the baby friendly accreditation criteria Work towards achieving re- accreditation of the B/F status.		Children Centres are Baby Friendly and encourage and support Breastfeeding. Guidance and leaflets are present and visible in all centres. The Health visiting team need to liaise with midwifery services to ensure accreditation criteria is aligned. The health visiting team are currently working towards reaccreditation as a service. The service have a number of staff who have had additional UNICEF training to support with complex breastfeeding issues. The breastfeeding rates at the 6-8 week contact is above 60% in the service (babies receiving all breastmilk or partially breastfed).

Actions	Target/review date	Responsible Service(s)	Action targets	RAG	Progress including risks
					<p>Wye Valley Trust Maternity Services are undertaking the last part of the Baby Friendly accreditation process in October. The aim is to have full accreditation again.</p> <p>Risk: The task of checking accreditation criteria and aligning building would be undertaken by Early Help Information and Signposting Officers (EHISOs). At the moment there is a significant reduction in the capacity of this team. New staff recruited but not in post yet. The plan is to move forward with more alignment in the Autumn term.</p>

AMBITION 1: Children Enjoy Good Health and Wellbeing

Outcome 1.3: Increased mental wellbeing and resilience of parents & children

Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
<p>1.3.1 Future development of Talk 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>Develop Virtual Family Hub</p>	<p>December 2024</p> <p>June 2024</p>	Talk Community	<p>80% of Hubs undertaking training needs analysis (target agreed by Emily Lowe).</p> <p>TC</p> <p>Hubs offer comprehensive info on 0-5 offer</p> <p>TC hubs have trained HL Coaches within them</p> <p>Develop One Virtual Family Hub in South Wye by July 2024</p>		<p>Virtual Family Hub is live. Version is different to what was envisaged due to limitations of the platform, however families can access information.</p> <p>Future development of Talk Community Hubs not in Progress due to the review of Talk Community, this has created a hold on funding.</p> <p>Risk: There may be no funding available to develop the virtual family hub in South Wye.</p>

AMBITION 1: CHILDREN ENJOY GOOD HEALTH AND WELLBEING

Outcome 1.4: Improvement in health outcomes for all children and seek parity in health for the most disadvantaged children

Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
<p>1.4.1 Develop and roll out training for all 0-5s workers in oral health, healthy weight issues, Solihull and Early trauma.</p> <p>Offer to be promoted to social prescribers, family support workers, Homestart, community development workers, Foster carers, Talk Community volunteers.</p>	April 2025	Public Health	<p>300 of 0-5 yrs workers trained in oral health in year 1.</p> <p>75 of 0-5 yrs workers trained in healthy weight issues in year 1.</p> <p>50 0-5 yrs workers trained in Solihull approach and Early trauma in year 1.</p>	<p>Green</p>	<p>32 0-5 workers have been trained the Solihull Approach in 2024 so far. There are 2 other training sessions planned in before the end of the year. There are 8 schools signed up so all the reception and possibly nursery staff are 0-5 workers also. On track to reach the target of 50.</p>
<p>1.4.2 Strengthen reach to families that do not engage with statutory services/who do not seek support eg Gypsy/Roma families and refugees families</p>	December 2024	Children Centres- WVT	<p>Children Centre services & 0-19 service identify and use innovative approaches to engage hard to reach communities.</p> <p>100% of all refugees families with 0-5 children will be seen by a Health Visitor and offered a suitable service.</p> <p>100% of Gypsy/Roma/Traveller families with 0-5 children that are registered with a GP will be seen by a Health Visitor.</p>	<p>Green</p>	<p>In the last quarter 122 new families have received targeted support, via an Early Help Assessment, from the Early Help Service.</p> <p>82% of the families receiving support live in an identified area of highest need (Leominster, South City, Bromyard and North City).</p> <p>In Ledbury 7 refugee families attend a weekly play session at the Children's Centre. This helps to build their social network and they also gain advice, guidance and signposting around a wide range of services and support available to them.</p>

					The Health Visiting service see all movements in to county that are registered with a GP in Herefordshire. They are currently working with the MVP on reaching hard to reach families including GRT and vulnerable families.
1.4.3 Sustain support for the poorest families across the county, including the national government holiday activities fund (HAF)	December 2024	Herefordshire council – County Plan, Big Economic Plan/CVS	<p>Aim towards 25% of eligible children to attend and engage with HAF program.</p> <p>Increase engagement with secondary age children and SEND in the HAF program.</p> <p>% of disadvantaged families engaged in an early help assessments</p>		<p>There are 1148 children who attended the HAF programme during the Easter Holidays. 917 were children that were eligible for free school meals, There are 4460 on the FSM (free school meals) data list - this is 21%.</p> <p>The other 231 were children that were not eligible for FSM but referred to the programme on a discretionary place. The aim is to increase for 25% to 30% and increase engagement with secondary age children and SEND (more SEND specific sessions offered this summer)</p> <p>The primary reason for the majority of referrals was, instability at home impacting on health and wellbeing, with the next most popular reason being extreme financial hardship.</p> <p>Currently funding for HAF runs till March 2025.</p>

AMBITION 2: Children Are Protected From Harm At Home and in the Community

Outcome 2.1: Reduction in number of children experiencing neglect & unintentional injuries

Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
2.1.1 Note the progress/link with Children's Services improvement plan	Ongoing	Herefordshire council & stakeholders	To link with the Children's Services improvement plan		Improvement plan in progress, New Interim DCS in post July 2024. Review of Early Help/Social Care.

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

Outcome 2.2: Reduction in number of children with experience of trauma / ACEs

Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
2.2.1 Pilot the PH Wales Adverse Childhood Events (ACEs) Enquiry Questionnaire.	June 2024	WVT- Health Visiting service	The roll out of the questionnaire to begin in September 2024 as a pilot		WVT 0-19 PH Nursing Service currently have a working group looking at this and will provide a further update as it progresses.
2.2.2 Broaden 'First Steps' programme to include domestic violence, previous child removal	January 2025	Children Centres	100% of young parents accessing the first steps programme who have been affected by Domestic Violence or previous child removal are signposted to Women's Aid.		<p>In the last quarter 16 new families have been referred for First Steps support.</p> <p>25% of these families had at least one parent who was care experienced</p> <p>1 family had an older child who had previously been removed from their care</p> <p>3 families were on a level 4 plan due to DA in parent's relationship. All 3 of these families were signposted to Women's Aid</p>

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

Outcome 2.3: Reduction in number of children taken into care

Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
2.3.1 '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	Herefordshire council & CVS partners/community stakeholders	To be confirmed		Awaiting outcome review of Talk Community and move to Public Health. Early help/social care review planned October 2024.

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

Outcome 2.4: Greater numbers of parents are successfully supported to develop healthy parenting routines & behaviours

Actions	Review date	Responsible services	Action Targets	RAG	Progress including risks
2.4.1 Healthy schools/tots programme to include training around Early Trauma Which include settings having established pathways to make referrals to West Mercia Women's Aid, Drug & alcohol service and sexual health identified in their policies supporting Children's with ACES (adverse childhood experiences)	December 2024 June 2024	Public Health	40 primary schools & EY settings have ACEs policy which includes referral links to Herefordshire West Mercia Womens Aid, Drug & Alcohol Service & Sexual health services.		Training commissioned for assessment & emotional coaching for ACEs in early years

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

Outcome 3.1: Increase in number of children achieving the appropriate level of development at 2-2½ yrs

Actions	Review date	Responsible services	Action Targets	RAG	Progress including risks
<p>3.1.1 Work towards a consistent universal offer that incorporates joint working between HV & Early Years. Eg expand the integrated development reviews.</p>	December 2024	WVT	30% of 2 year old reviews are integrated		The Health visiting service continue to support the integrated review pathway. They are looking at ways to increase the uptake in integrated reviews and the interim Matron is working closely with the council Early years SEND manager to review this. The Health visiting team and Early year’s manager have met and will look to meet again in the next few months to create a project plan.
<p>3.1.2 Work towards fulfilling the statutory duty for providing early years education as set out by DfE, supported by:</p> <ul style="list-style-type: none"> -Workforce plan to expand training/career pathways for Early Years education posts - Working with estates/capital projects to identify possible physical buildings for Early Years groups. 	December 2024	Herefordshire Council/CVS partners/education/ community stakeholders	<p>The quality of Early years education is good or outstanding (Herefordshire children will achieve Good Level of Development in line or above national statistics):</p> <ul style="list-style-type: none"> - Average number of early learning goals at expected level per child. - Percentage of children at expected level across all early learning goals. 		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.

Scoping with Parish Councils to identify potential physical assets.			<ul style="list-style-type: none">- Percentage of children at expected level in communication and language and literacy areas of learning:- Percentage of children with a good level of development:		
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AMBITION 3: CHILDREN ARE ABLE TO ACHIEVE THEIR EARLY DEVELOPMENTAL MILESTONES

Outcome 3.2: Identification of those children that don't achieve their milestones and the offer of support

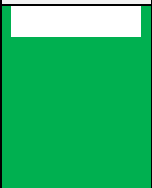
Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
<p>3.2.1 Establish SEND champions from the 0-5 service in each PCN area</p>	June 2024	WVT HV service	By July 2024 there will be champions from the 0-5 service in each PCN area.		SEND champions have been implemented within the service and we have a small working group of Health Visitors and Community Nursery Nurses that sit within this group. The SEND group meets on a monthly basis
<p>3.2.2 Co-produce a community offer that will extend children's social experiences and support their communication skills</p> <p>Work with CVS to reach and gain the voice of children and families from underrepresented groups, such as Roma/Gypsy/other minority ethnic groups</p>	December 2024	Herefordshire council /Talk Community /CVS / health partners	To be confirmed		Lack of interest and cultural change is a risk

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



Outcome 3.3: Children who are experiencing disadvantage have a clear pathway of support

Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
3.3.1 Expand joint HV clinic with physio/speech therapy for early discussions on potential signs of delay.	June 2024	WVT/Public Health/ICB	To roll out an additional joint clinic with HV, speech and physio in a rural market town		The Health visiting team currently have a physio drop in running alongside their Health Visiting drop in clinic at Widemarsh Children Centre. The Health visiting team are willing to work with the physio to expand the offer.
3.3.2 Roll out 'Dingley's Promise' (SEND) training to early years professionals.	June 2024	Herefordshire council	75% of EY providers are trained in Dingley's Promise		32 new Sign ups in June. This is being reflected in that 4 settings are now Dingley's Mark of Achievement settings, having completed all trainings.
3.3.3 All parents of SEND children age take up their Nursery Education Funded Entitlement.	Sept 2024	Herefordshire council	100% EY Children with SEND take up their NEF entitlement		64% of EY children with SEND took up their full entitlement last academic year, compared with 84% of all children nationally. Herefordshire council is one of few councils with SEND teams to have this SEND data about Entitlements.

AMBITION 4: PARENTS ARE WELL SUPPORTED DURING PREGNANCY AND POST BIRTH**Outcome 4.1: Increase in numbers of women experiencing a healthy pregnancy**

Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
4.1.1 Encourage the take up of pre conceptual education through the Solihull parenting programme.	September 2024	Public Health /Education partners.	Reach 580 parents as a total to date target.		On average, there are 63 new registrations for Solihull online courses for parents and carers.

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

Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
4.2.1 Continue to roll-out of 'challenging conversations' training for midwives around healthy lifestyles and expand to health visiting services.	December 2024	WVT	Midwives are trained around challenging conversations.		Train the trainer training was undertaken in July 2024 by 3 members of the Maternity team. The aim is to roll the training out to maternity staff over the coming year with the support from the LMNS.
4.2.2 Develop community & peer support programmes within the Community Hubs (see outcomes 1, 2 & 3).	December 2024	Public Health/ CVS	Community hubs are supported with community and peer support programmes		Future of the community hubs development is uncertain.

Outcome 4.2: Reduction in infant mortality rate

Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
<p>4.3.1 Continue to deliver Healthy Lifestyle support to identified families as part of the pilot family coaching model in line with the ICB funding (Currently funding until Sept 24).</p> <p>Continue with stop smoking specialist service for pregnant smokers.</p>	<p>March 2024</p> <p>December 2024</p>	<p>Public Health/WVT</p>	<p>All Pregnant women identified at booking by a midwife with a BMI \geq 30 will be referred to the Healthy lifestyle services for support with healthy lifestyle during their pregnancy with signposting into Healthy Family group sessions post pregnancy if required.</p>	<p></p>	<p>No further funding available to deliver the Family coaching model from the ICB. Whilst the Healthy Lifestyle Service has always had an offer of support to families, the pilot programme funded via the ICB has allowed the Healthy Lifestyle team the opportunity to develop a more formal pathway of referral to families within Herefordshire to offer healthy lifestyle support, with a particular focus on supporting families with weight loss. Although there is no longer funding available, the Healthy Lifestyle team have incorporated the family coaching offer as part of our offer of healthy lifestyle support across Herefordshire, continuing to work with our early years colleagues to offer a referral pathway for support to families within Herefordshire.</p>

AMBITION 4: Parents are well supported during pregnancy and post birth
Outcome 4.3: Improvement in antenatal and post-natal mental wellbeing

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

Outcome 4.4: Parents are able to make a confident transition to parenthood

Actions	Review date	Responsible services	Action targets	RAG	Progress including risks
4.4.1 Monitor progress of perinatal Mental Health worker programme – severe Mental Health	June 2024	H & W MH collaborative	For info and to cross reference to good mental health plan		
4.4.2 Expand the 'First Steps' programme (currently for under 21s) to include all 1st time parents who are vulnerable see Ambition 2)	December 2024	Herefordshire council/ WVT/CVS	See action 2.2.2		See updates Action 2.2.2
4.4.3 Expand promotion and uptake of Solihull approach online courses for parents (see ambitions 1,2 & 3) and training for 0-5s workers	June 2024	Public Health	An increased uptake of 20% compared to last years figures of parents accessing the Solihull online programme for 0-5		<p>32 0-5 workers have been trained in the Solihull Approach in 2024 so far. There are 2 more training sessions planned in before the end of the year. Also, there are 8 schools signed up so all the reception and possibly nursery staff are 0-5 workers also.</p> <p>The target of 20% increase in uptake of 0-5 online courses for parents is 2771. Currently there are 2690 so another 81 are needed for the rest of 2024 to go in 5 months which could be definitely reached based on the 381 in the last 7 months.</p>

