

Herefordshire

A great place to grow up



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Council**

Foreword by Councillor Graham Powell,

Cabinet Member Adults and Wellbeing

The responsibility for public health transferred from the NHS to local authorities in April 2013 and brought with it a requirement to issue an annual report from the Director of Public Health. I'm



pleased to introduce this, the third annual report prepared by the Herefordshire public health team, which has as its focus one of the Herefordshire Health and Wellbeing Board's key themes – giving our children the best possible start in life.

The Health and Wellbeing Board has an overarching vision that:

“Herefordshire residents are resilient; lead fulfilling lives; are emotionally and physically healthy and feel safe and secure”.

In order to achieve that vision it is critical that we work together to give children and young people the best possible start in life and to put in place the building blocks that will lead them towards a safe and healthy lifestyle.

Herefordshire is a wonderful place for our children to grow up but there are significant differences in health and achievement as we look across the county. This is why I welcomed the publication in January of the Children's Integrated Needs Assessment, which will bring focus onto the provision of services that meet the real needs of our children and young people.

The health and social care system across Herefordshire will face many challenges over the next few years including reductions in funding and an increasing demand on services through population growth and ageing. The Health and Wellbeing strategy is being refreshed to recognise these challenges and to ensure that as commissioners, service providers and residents we work together to improve the health of the residents of Herefordshire.

I welcome this year's report from the Director of Public Health and in particular the focus on children and young people.

Councillor Graham Powell
Cabinet Member, Adults and Wellbeing
Chair of Herefordshire Health and
Wellbeing Board

Introduction by Councillor Jeremy Millar,

Cabinet Member Children and Young People

I welcome this report and its focus on 0-5 year olds both as Cabinet Member for Children and Young People's Wellbeing and on behalf of Herefordshire's Children and Young People's Partnership.



Our vision in Herefordshire is that children and young people are raised with their health and wellbeing needs met, that they are kept safe from harm, and that they have the opportunities to make the most of their capabilities. Working together in partnership across the county to ensure that children get the best possible start in life is a fundamentally important part of how we will achieve this.

This report supports the priorities of the Children and Young People's Partnership which are to improve outcomes for our youngest children aged 0-5 years, improve outcomes for children with a disability, develop a "think family" approach and culture across

the partnership to target resources and support vulnerable families, improve the emotional and mental health and wellbeing of children, young people and their parents and carers, and reduce the number of young people offending.

This year's report reinforces the central role of families in shaping children's health, wellbeing and development. In addition to reporting on work that is in progress and planned, it provides suggestions for how families can help themselves to support their children in the early years and links to sources of further information. It also challenges us as a community to think about how we can "think family" and support all of our children to get off to a great start in life.

I hope that you will enjoy reading this year's Director of Public Health annual report.

Councillor Jeremy Millar
Cabinet Member, Children and Young People
Chair of Herefordshire Children and Young People's Partnership Board

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Introduction by the Director of Public Health

The starting point for Herefordshire's Health and Wellbeing Strategy is the early childhood years and the importance of supportive communities and families. In recognising Herefordshire Council's commitment to the health and wellbeing of children and young people, my report this year is concentrating on how we can improve the health and wellbeing of our very youngest children.



From birth to 5 years old children grow more than they will at any other time of their lives. Giving a child the best start in life really does set them up for the future. Whilst most families are successful in supporting and caring for themselves and their children, families sometimes benefit from extra support to help children to achieve their full potential. In this report you will read how we are working with families, communities, service providers and the NHS across Herefordshire to ensure that families are able to care for themselves and so that children get the best possible start in life.

Professor Rod Thomson, Director of Public Health (Interim), Herefordshire Council





Herefordshire: A great place to

Starting school is a big life event and we want all our children to be ready for that big day. This means that the first five years of a child's life are vitally important and we know that supporting our children to live in a home in which their health and wellbeing needs are met, where they are kept safe from harm, and where they are encouraged to maximise their capabilities is the key to having healthy and happy children in Herefordshire.

As a council we want to support children and families and to do this we need a good understanding about their lives and what their needs are. This year, with partners, we have undertaken a detailed assessment of the needs of children and young people in Herefordshire – the Children's Integrated Needs Assessment. This was published in January 2015 and is available to read on the council's website (http://factsandfigures.herefordshire.gov.uk/CYP.aspx#Resource_box).

As a result we now have very good information about local children and families, their needs, what is going really well for children and young people and what some of the local challenges are.

From this work, we have identified three particular priorities for the future health and wellbeing of children in the 0-5 age group:

- achieving the best possible physical and mental health and wellbeing,
- ensuring that children are up-to-date with their immunisations, and
- keeping teeth healthy.

All these things will help to ensure that children develop as well as they can in these early years and get off to a great start at school.

Starting well

Breastfeeding gives babies a great start in life and we are encouraging breastfeeding by promoting Start 4 Life, introducing the UNICEF baby friendly initiative, providing information about the benefits of breastfeeding to mums and dads, developing peer support by training mums to support others to breastfeed, and through the support that Health Visitors and Children's Centres provide to parents. Information about the benefits of breastfeeding and on where to find support with breastfeeding in Herefordshire can be found at:

<http://www.nhs.uk/start4life/Pages/breastfeeding-benefits.aspx>

<https://www.herefordshire.gov.uk/health-and-social-care/children-and-family-care/breastfeeding-support>

<http://www.wyevalley.nhs.uk/services/community-services/health-visiting.aspx>

A balanced diet is important for everyone, but pregnant women, new mums and young children may have additional needs and so may benefit from vitamin supplements. During the past year we have been working with the national Healthy Start programme to set up a Healthy Start vitamin scheme in Herefordshire which provides vitamin supplements for young children and pregnant women.

grow up

We are now working towards increasing the number of outlets where Healthy Start vitamins are available. Parents can find more information about the Healthy Start programme from their Health Visitor, local Children's Centre or by visiting: <http://www.healthystart.nhs.uk>.

Many of the foods and drinks that children love to eat contain surprisingly high levels of sugar and as a result children often have too much sugar in their diet. This can lead to weight gain and an increased risk of developing diseases such as type 2 diabetes and heart disease in later life. Sugar is also responsible for causing tooth decay. Taking care to limit the amount of sugar that children consume is therefore a very important part of healthy eating and swapping sugary food and drinks for healthier alternatives is a great way to improve children's health and to help keep teeth strong and healthy. There are lots of ideas for sugar swaps here: <http://www.nhs.uk/Change4Life/Pages/low-sugar-healthy-snacks.aspx>

This year we are also supporting the NHS Sport and Physical Activity Challenge within primary schools.

change
4 life
Eat well Move more Live longer



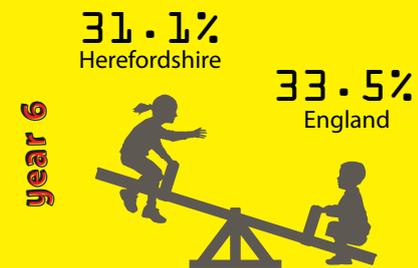
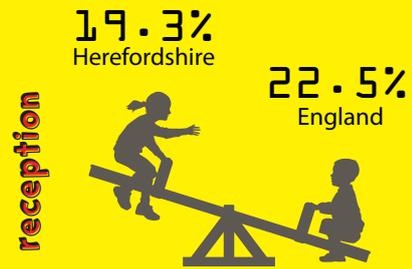
Dental Health

Children in Herefordshire are more likely to have tooth decay at age three and age five than children in other regions of England. In our county around one in every five three year olds has signs of tooth decay and this increases to one in every three five-year-old children. We tend to see poorer dental health in areas of the county that are less economically advantaged.

We are working with Health Visitors and childcare providers to improve the dental health of young children in Herefordshire for example by promoting our "top tips for teeth", by providing dental packs to parents and by setting up supervised toothbrushing schemes.



percentage of children obese or overweight:



(Period: 2013/14 data)

recommended daily activity levels



keeping active

To find out how children can become more active search change 4 Life or visit the NHS Choices website

Our top tips for teeth:

- Start brushing your child's teeth as soon as the first tooth comes through
 - Brush your child's teeth twice a day with a family fluoride toothpaste containing at least 1,000ppm fluoride (most toothpastes have 1,000ppm – 1,450ppm fluoride. Toothpastes with less than 1,000ppm fluoride are less effective at preventing decay)
 - Make "last thing at night before bed" one of the times when you brush
 - Children up to 3 years of age should only use a smear of toothpaste (see below)
 - Children aged 3-6 years should use no more than a pea sized blob of toothpaste (see below)
 - After brushing, encourage your child to "spit out and not rinse"
 - Children need to be helped to brush and supervised by an adult whilst brushing until they are at least 7 years old
 - Don't let your child eat or lick toothpaste from the tube.
-
- Take children to see the dentist regularly
 - Start taking your child to the dentist as soon as the first tooth comes through
 - REMEMBER - NHS dental care is FREE for children and for pregnant women and for new mums (up to 12 months after birth)

Smear - under 3 years

Pea sized blob - 3 years +



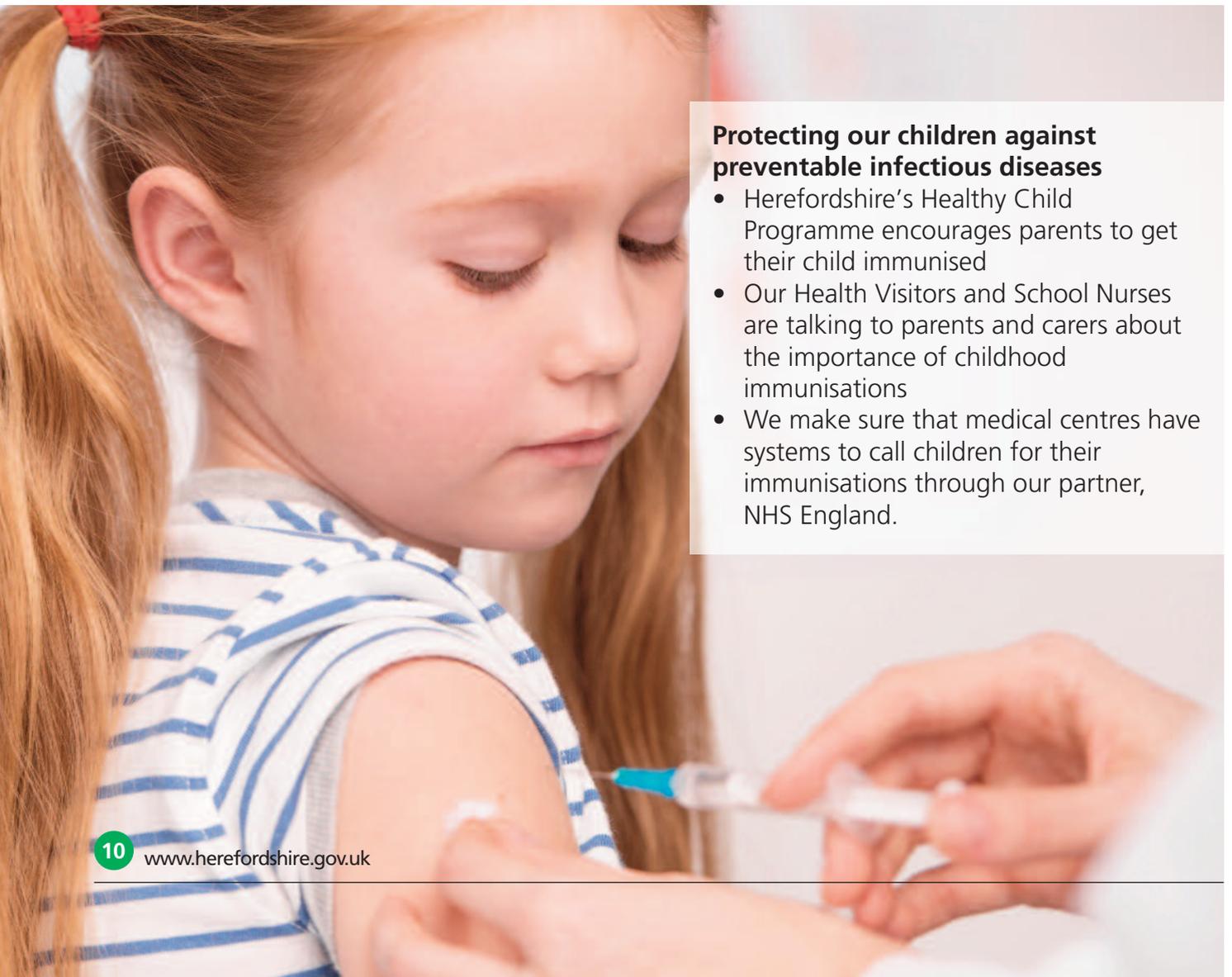
Protecting our children from infectious diseases

The NHS provides a programme of routine vaccinations to all children in order to protect them against preventable infectious diseases. Vaccinations work on two important levels. Firstly they offer protection to the individual child who receives the vaccination, and secondly they protect the wider community by reducing the ability of an infection to spread, but only when 95 or more out of every 100 children have been vaccinated (this is called 'herd immunity'). In Herefordshire the percentage of children who are up-to-date with their routine vaccinations is lower than the 95% required to provide the best possible protection for everyone and we are working with the NHS to increase the numbers of local children who are immunised. Up to the age of one year, the majority of children in Herefordshire are immunised with approximately 94 in every 100 children receiving their vaccinations. However, at two years of age the

uptake of routine vaccinations for Meningitis C (MenC), Haemophilus influenza type B (Hib) and Pneumococcal vaccine booster (PCV) is lower than the England average. Unvaccinated children are at potential risk of catching these diseases each of which can lead to serious illness and potentially can be fatal.

Make sure your child is protected by taking them along for their routine vaccinations at the recommended time.

You can find out more about routine childhood vaccinations from your Health Visitor, School Nurse or GP practice or by visiting: <http://www.nhs.uk/Conditions/vaccinations/Page/s/vaccination-schedule-age-checklist.aspx>



Protecting our children against preventable infectious diseases

- Herefordshire's Healthy Child Programme encourages parents to get their child immunised
- Our Health Visitors and School Nurses are talking to parents and carers about the importance of childhood immunisations
- We make sure that medical centres have systems to call children for their immunisations through our partner, NHS England.

Being ready for school

A child who lives in a family and community in which their health and wellbeing needs are met and where they are kept safe from harm is likely to maximise his/her potential. It's important that before a child goes to school he or she has a basic understanding of speaking, listening and numbers, taking turns and sharing, that they are able to do everyday tasks such as using a knife and fork to eat and that they are toilet trained. This underpins a child's education, which in turn underpins their emotional wellbeing and their growth into a strong resilient adult.

education - early years
foundation stage profile



60% of Herefordshire pupils achieved a good level of development at reception age 4-5 years old

In 2013/14, 60 out of every 100 Herefordshire children had achieved a 'good level of development'. This is better than the numbers for the West Midlands (58) and the same as the England average in the same period. However it still means that 4 in 10 children are not achieving a good level of development, hence the importance of helping children and their families.

What are we doing to help children develop their speaking, listening and numbers skills?

We have expanded the number of places for 2 year olds entitled to free education.

We are promoting a campaign to encourage nursery rhymes and reading with children, including annual reading challenges and improved access to neighbourhood libraries.

Our 10 children's centres are supporting parenting and coordinating support services in specific areas of the county.

We are training staff who work with pre-school children to help children to develop their speaking and listening skills and to use phonics to support the development of reading skills.

We deliver accredited parenting programmes in groups and on a one to one basis in children's centres, together with family learning programmes, including work related skills.

We support providers of early years' services to ensure that the transition to reception is as smooth as possible for the child and their family.

What can parents do to help young children to develop their readiness for school?

Parents and families are children's first teachers and are the most important people when it comes to helping young children to develop the skills they will need when they start school. Here are some of the things that parents of pre-school children can do to develop their child's readiness for school:

- Playing with your child and encouraging them to play with other children helps to develop a wide range of skills including speaking and listening, sharing and taking turns, developing confidence and making friends
- Singing nursery rhymes and children's songs helps to develop speaking, listening and simple maths skills
- Introducing your child to books and stories from an early age will help to lay the foundations for reading and writing
- Attending nursery, play-group or other early years' provision helps children to develop many of the skills they will need to get off to a great start at school.

All three year olds and four year olds are entitled to 570 hours of free childcare per year and now some two year olds are also eligible for this. More information on childcare in Herefordshire is available at:

<https://www.herefordshire.gov.uk/education-and-learning/early-years-and-childcare/childcare>

Mental health and wellbeing in children and young people

Supporting parents during pregnancy and the early years is known to impact positively on the mental health of children and young people and a secure parent/child relationship contributes to a positive attachment and helps to create emotional resilience in children.

There are five simple steps that everyone can use to improve their mental wellbeing – **“connect”, “be active”, “keep learning”, “give” and “take notice”**. We are using these **“Five Ways to Wellbeing”** in our approach to improving mental wellbeing in children.

We are keen to support the mental wellbeing of local children and young people and their families and the Children and Young People’s Partnership has developed a multi-agency strategy to support emotional wellbeing and mental health for children, young people and their families. We want children, young people and their families to:

- Be aware of their own emotional wellbeing and mental health, and that of others
- Develop good emotional wellbeing and mental health
- Be able to get further support, advice and access to more specialised assistance when they need it.

Children and young people with poor mental health are more likely to have poor educational attainment and employment prospects, social relationship difficulties, physical ill health and substance misuse problems and to become involved in offending. We also know from the 2014 Chief Medical Officer’s report that children and young people from the poorest households are three times more likely to have a mental health problem than those growing up in better-off homes.



The Five Steps to Wellbeing:

1) Connect

There is strong evidence to show that feeling close to and valued by other people is a fundamental human need and contributes to functioning well. Social relationships are important for promoting wellbeing and can act as a buffer against mental ill health for people of all ages.

2) Be active

Regular physical activity promotes wellbeing and is associated with lower rates of depression and anxiety across all age groups. The activity doesn't need to be particularly intense to make a difference. For example walking provides some level of exercise and has the benefit of encouraging social interactions.

3) Keep learning

Continued learning through life enhances self-esteem and encourages social interaction and a more active life.

4) Give

Giving to others can improve mental wellbeing from small acts, such as a smile, thank you or kind word, through to larger acts, such as volunteering which can improve mental wellbeing and build social networks. Research into actions for promoting happiness has shown that committing an act of kindness once a week over a six-week period is associated with an increase in wellbeing.

5) Take notice

Taking notice, being aware of what is happening and "savoring the moment" can help to reaffirm life priorities, enhance self-understanding and can help people to make positive choices based on their own values and motivations. This is sometimes called "mindfulness", and it can positively change the way you feel about life and how you approach challenges.

<http://www.nhs.uk/Conditions/stress-anxiety-depression/Pages/improve-mental-wellbeing.aspx>
#Evidence



We provide extra support for Herefordshire families and children who are vulnerable

- We provide facilities/amenities for disabled children within their homes.
- We act early where children are at risk of homelessness.
- We work in partnership with a number of organisations such as West Mercia Women's Aid which provides outreach services to support children and young people affected by domestic abuse.
- We provide benefits and debt advice to parents in difficulty who need support.
- We have a dedicated team and service which works with looked after children.

For more information visit:

Children with disabilities and special needs:
www.herefordshire.gov.uk/health-and-social-care/children-and-family-care/disabilities-and-special-needs?q=disabled-children&type=suggestedpage

Homelessness:

www.herefordshire.gov.uk/housing/homelessness-and-prevention/homelessness-advice-and-support

Domestic abuse:

www.westmerciawomensaid.org



The Healthy Child Programme

In Herefordshire we support the aims of the Healthy Child Programme which include:

- helping parents to develop a strong bond with their child
- encouraging breastfeeding
- encouraging children to stay healthy and safe
- reducing obesity in children by promoting healthy eating and physical activity
- identifying problems as early as possible so that any necessary help can be put in place at the earliest opportunity – for example problems with health and development such as learning difficulties or with a child's safety such as parental neglect
- protecting children from serious diseases, through screening and immunisation
- ensuring that children are prepared for school
- identifying and helping children with problems that might affect their chances later in life.

Health Visiting and School Nursing services are part of the Healthy Child Programme and provide support to children aged 0-5 (Health Visiting) and 5-19 (School Nursing) and to their families and carers.

Herefordshire Council took on commissioning responsibility for School Nursing in 2013 and since then we have worked closely with the local School Nurses to review, redesign and improve the services they offer to 5-19 year olds. In October 2015 the Council will become responsible for commissioning the Health Visiting service and we are already working with the Health Visitors to prepare for this transfer and to ensure that services for 0-5 and 5-19 year olds work efficiently together and are integrated with other services for children, young people and families.

You can find out more about the Healthy Child Programme and about Health Visitors and School Nurses in Herefordshire at the following websites:

<https://www.gov.uk/government/policies/giving-all-children-a-healthy-start-in-life>

<http://www.wyevalley.nhs.uk/services/community-services/health-visiting.aspx>

<http://www.wyevalley.nhs.uk/services/community-services/school-nursing.aspx>



Public health in Herefordshire Council

At the end of March 2014 Herefordshire's public health team celebrated its first full year integrated into Herefordshire Council.

The move to the Local Authority has broadened the way in which health is seen in Herefordshire. Health is no longer the preserve of the NHS and Herefordshire Council has embraced its role particularly in preventing ill health, promoting good health and protecting residents from infectious disease. This has been a major change and has enabled the core public health team to work across the council in a way that has not happened previously, and to contribute to health in children's and adults' services including children's centres, housing and in many other departments.

Later in this report we have written an update on what we have delivered against the recommendations in last year's Director of Public Health Annual Report. In addition, in 2013/14 we also successfully set up the Herefordshire Health Protection Committee, a multi-agency group that assures that residents have appropriate access to immunisation, screening and protection against communicable diseases.

We ran a large number of health awareness campaigns across the county including HIV Testing week, Change 4 Life, Dry January, Sugar Swaps and many more.

Working with colleagues across health and social care has given us the opportunity to contribute an evidence-base where we would not have had the opportunity in the past, including producing the Children's Integrated Needs Assessment which this report is based on.

Progress since last year

Last year the Director of Public Health's Annual report was on the topic of Collaborating for Health in Herefordshire and in it, the Director of Public Health made recommendations about:

1. Tackling health inequalities: a community based asset approach
2. Working together to reduce alcohol related harm
3. Public health and carers

We have chosen to change the format of this year's report and you will find recommendations for action this year in the Children's Integrated Needs Assessment. Below is an update on the public health progress against last year's recommendations.



RECOMMENDATION	PROGRESS
Tackling health inequalities: a community asset based approach	
<ul style="list-style-type: none"> To seek out opportunities for collaboration and work together on lifestyle behaviour change. 	<p>The Council's Healthy Lifestyle Trainer Service supported a wide range of healthy summer events including promoting Change4Life "Disney 10 minute shake up", Wye Weight – group support programme for healthy weight, Walking for Health and Community Games (linked to the Olympic legacy).</p>
<ul style="list-style-type: none"> To gain a better understanding of our communities and work with them to reduce the social gradient in health. 	<p>A pilot programme of work is being delivered by South Wye Regeneration Partnership to use community assets (people and community buildings) so that people get involved in making healthy lifestyle changes and tackle inequalities in health.</p>
<ul style="list-style-type: none"> To develop our understanding of people's behaviours and influences on behaviour in Herefordshire, gaining insight through social marketing. 	<p>A number of social marketing campaigns have been promoted in Herefordshire including: Change4Life No Smoking Day Stoptober Alcohol Awareness Week Sexual Health Awareness Week and our local campaigns "Change a Little, Save a Lot".</p>
<ul style="list-style-type: none"> To review existing services and commission healthy lifestyle behaviour change services such as for stop smoking and weight management. 	<p>We are recommissioning the current behaviour change services, including NHS Health Checks, a mandatory service, and Stop Smoking support. These will be in place for delivery in 2015/16.</p>
Working together to reduce alcohol related harm	
<ul style="list-style-type: none"> That the Health and Wellbeing Board and partner organisations across Herefordshire continue to give priority to reducing alcohol related harm and to developing our strategic intelligence about the complexities of alcohol harm in our community, focusing on identifying areas of overlap where combined efforts have the potential to make the most impact. 	<p>We are in the process of re-commissioning an evidence based drug and alcohol service. The new service requires partners across the health and social care system to work jointly and reduce alcohol related harm.</p>
<ul style="list-style-type: none"> That partner agencies commit to contributing their data and intelligence in order that we can build a comprehensive understanding of alcohol use and the consequences of alcohol misuse in Herefordshire. 	<p>Data continues to be shared at the Drug and Alcohol Operational Delivery Group (see below) providing a picture of alcohol related harm within the County.</p>
<ul style="list-style-type: none"> That partner agencies commit to a more coordinated approach to working together to address alcohol related harm so that resources can be targeted following a strategic and evidence-based approach. 	<p>A new group, Drug and Alcohol Strategic Delivery Group, has been established to develop a drugs and alcohol strategy for Herefordshire.</p>
<ul style="list-style-type: none"> That the Alcohol Harm Reduction Group provides a forum to bring together plans for tackling the influence of alcohol as it impacts on domestic violence and abuse, offender management and Families in Need. 	<p>The former Alcohol Harm Reduction Group has changed its terms of reference to include drugs, young people and public places in addition to its work on improving the night time economy and sharing data on alcohol related harm. The group is now called the Drug and Alcohol Operational Delivery Group.</p>

RECOMMENDATION**PROGRESS****Public Health and carers**

- The needs of informal carers should be considered in the scoping of the 2013/14 Herefordshire Integrated Needs Assessment.
- Evidence of good practice should be reviewed for approaches to best support effective and sustainable informal care.
- When allocating resources, health economics principles should be applied to efficiently meet the needs of informal carers and benefit the wider health and social care system.

Close working with Hereford Carers Support. Needs Assessment to be progressed in 2014/15

Close working with Hereford Carers Support. Evidence base to be included in needs assessment to be progressed in 2014/15

The Herefordshire Carers Strategy 2012-2015 recognises the contribution that carers make to the lives of the person they are caring for and the wider society. The priorities within the strategy reflect the national priorities and the need to identify carers at the appropriate time and to support them to have a life of their own. Herefordshire Carers Support provides an element of this through the service they provide.



Herefordshire: a great place to grow up

We are working in partnership with families, service providers and NHS Community groups across Herefordshire so that each child has the opportunity to grow up healthy and happy. There are still challenges, but here are some of Herefordshire's successes:

- Babies are less likely to be born with a low birth weight.
- Babies are more likely to have been breastfed at birth, although the numbers being breastfed at 6-8 weeks are average.
- Children generally are developmentally ready for school.
- Herefordshire's looked after children have better mental health than both the England average for looked after children and the 'norm' for British children who are not looked after.
- Children in reception and year six are less likely to be overweight or obese than children across the West Midlands and England, although two of every ten of our children are overweight or obese by the time they are measured in reception class which is a real cause for concern.
- Herefordshire's children have levels of immunisation coverage for Measles, Mumps and Rubella that are the same as coverage across England.
- Looked after children have better rates of immunisation compared to children in the general population; (92% in 2012-2013; 96% for children who were looked after for 12 months).³

What you can do

You can find out more from these websites:



Change for life

<http://www.nhs.uk/change4life/Pages/change-for-life.aspx>



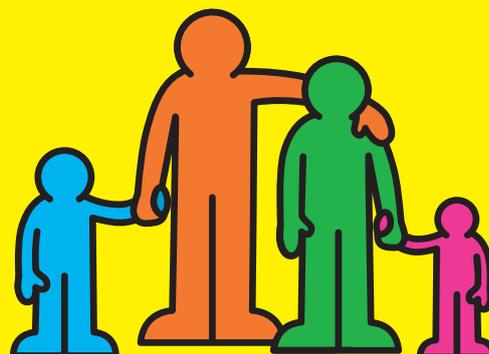
Herefordshire Council

<https://www.herefordshire.gov.uk/education-and-learning/early-years-and-childcare/supporting-parents-of-children-aged-0-4-years>



Start 4 Life

<http://www.nhs.uk/start4life/Pages/healthy-pregnancy-baby-advice.aspx>



³ Comparisons are with the West Midlands and England norm.