

# Report of the Executive Director of Public Health, Swansea Bay University Health Board

## Public Services Board Scrutiny Performance Panel - 5 February 2020

### PSB Early Years Objective - Every Child has the Best Start

<b>Purpose:</b>	To update the Public Services Board Scrutiny Performance Panel on the Early Years Wellbeing Objective.
<b>Content:</b>	An update on the action plan delivery and progress.
<b>Councillors are being asked to:</b>	Consider the information provided and to give views.
<b>Lead Councillor(s):</b>	Councillor Elliott King and Councillor Sam Pritchard. Cabinet Members for Children Services. Councillor Jennifer Raynor. Cabinet Member for Education Improvement, Learning and Skills.
<b>Lead Officer &amp; Report Authors:</b>	Dr Keith Reid - Director of Public Health, Swansea Bay UHB Dr Nina Williams - Consultant in Public Health Medicine Claire Fauvel - Public Health Practitioner and Pathfinder Co-ordinator, Swansea Bay Local Public Health Team Gary Mahoney - Early Years Progression Officer, Swansea Council

#### 1. Context

- 1.1 Since the April 2019 scrutiny panel regarding early years, there have been staffing changes which had led to the role of the Objective Lead, and the role of the Chair, becoming vacant. This issue has now been resolved recently, with the newly appointed Director of Public Health, Dr Keith Reid taking up the role of both Chair and Objective Lead.
- 1.2 As an interim measure, operational officers of the sub-group have maintained the activity agreed under the 18/19 action plan. And in anticipation of a new Objective Lead, the officers have also undertaken a review of activity to date in order to enable a take stock appraisal with a view of refreshing the work plan for 20/21.
- 1.3 In addition to this, since April 2019, Swansea PSB are now collaborating with Neath Port Talbot PSB as part of the Early Years Pathfinder Programme. This is a Welsh Government sponsored transformation programme that seeks to create a streamlined local early years' system, from conception to age 7 and enables every child in Swansea and Neath Port Talbot to have the same outcomes and the same opportunities. It is the vision that local services are seamless and sufficiently agile in responding to the impact of social adversity and escalating need.

- 1.4 This report aims to summarise progress since April 2019, and report on the outputs of the Early Years Wellbeing Group including the Pathfinder Programme.

## 2. Background

- 2.1 In 2018, Swansea published its Wellbeing Plan with the overarching vision to work together to make Swansea a place which is prosperous, where our natural environment is appreciated and maintained, and where every person can have the best start in life and have every opportunity to be healthy, happy, safe and be the best that they can be.
- 2.2 Through using the information from the local wellbeing assessment and by listening to people, four Wellbeing objectives were identified. This report gives an update on the progress of the action plan for the Wellbeing Objective: *Early Years; Giving Every Child the Best Start in Life*.

## 3. Wellbeing Objective: Early Years; Every Child has the Best Start in Life.

- 3.1 The 2018/19 action plan for the Early Years Wellbeing Objective was developed based on the findings of the Wellbeing Assessment, through harnessing evidence from the National Cymru Well Wales First 1,000 days Collaborative and the earlier work with the Marmot Team under Healthy Cities “Give Every Child the Best Start in Life: Swansea Early Years Strategy” in 2014. The following ‘steps’ were developed after group members considered the evidence and undertook a logic model around the needs of early years’ children in Swansea.
- **To promote Swansea’s First 1,000 Days Programme.** Secure membership and contribute to the National Cymru Well Wales, First 1,000 days Collaborative and incorporate local, and national learning, into the Early Years Wellbeing Action Plan for Swansea.
  - **To make sure parents are supported for birth and during early childhood.** Through ensuring our PSB workforce makes every contact count through the promotion of key messages and supporting families.
  - **To work towards effectively integrating local early years services.** To develop, and test, a service model in Swansea by piloting an integrated multi-agency service aimed at the most vulnerable young families in Swansea.
  - **To make sure the right interventions are made earlier in life.** To deliver preventative services at an earlier stage to stop issues becoming worse and to mitigate harm arising from social adversity.

## 4. Progress to Date

- 4.1 Significant progress has been made in all the above mentioned areas. The action plan is currently being refreshed in order to build upon the progress that has taken place to date and to secure partnership endorsement to pursue this plan during 19/20.

4.2 The table outlined in section 4.3 highlights the activity against each of the 'steps' and progress to date. It also highlights what actions will continue into 20/21.

4.3. Table of progress to date against each 'step' is outlined below:

Step	Action (Based on short term)	Update (January 2020)
<p><b>To promote Swansea's 1<sup>st</sup> 1,000 Days Programme</b></p>	<p><b>To support and join the Cymru Well Wales First 1,000 Days Collaborative.</b></p> <p><b>Presentation to PSB Core Group for formal sign-up.</b></p> <p><b>Encourage key partners to attend local First 1,000 Days event.</b></p> <p><b>Develop and implement a communications strategy around promoting First 1,000 Days work in Swansea to key stakeholders.</b></p>	<p>This action is completed. Actions from the local First 1,000 days' event have been incorporated into EY PSB development plan. The plan emphasises the importance of focussing on the 9 months between conception to birth. The importance of front line staff developing a good relationship with the mother, and their family, and addressing their needs holistically as opposed to focussing purely upon the physical health of mother and baby.</p> <p>Swansea PSB is a member of the Cymru Well Wales First 1,000 Days Collaborative.</p> <p>PSB members, stakeholders and communities in Swansea have been subject to a number of promotional events designed to promote the value of the work undertaken in the early years. The work undertaken in this Objective area was recently presented at the PSB Partnership Forum. The early years' work will continue to be a PSB Wellbeing Objective and a priority area of work. This is in part due to the success of the work plan, the communication strategy and the sustained promotional work in this area.</p>
<p><b>To make sure parents are supported for birth and during early childhood</b></p>	<p><b>Promotion of 'Best Start' key messages through social media and local marketing events.</b></p> <p><b>Focus on 1 area to promote widely across the membership of the PSB and beyond e.g. Physical activity linked to University research.</b></p>	<p>The promotion of the 'Best Start' campaign continues, and is sustained, as part of the Healthy Cities work. All early years' activity undertaken in Swansea is undertaken under the 'Best Start' branding. Activity over social media platform has reached in excess of 130,000 since April 2019 and we have had a 288% increase in the number of mentions and a 250% increase in profile visits. There has been a continued among partners to support public facing events, such as the annual Teddy Bears Picnic, National Play day and the Local Authority's celebration of their commitment to the UNCRC, with over 5,000 people attending these family days. The second Buggy push day took place in October with a focus on balance bikes.</p> <p>A work programme that is grant funded by Sports Development Wales, continues to be implemented across registered pre-school settings in Swansea. The scheme ensures that managers and staff, in these settings, have access to the SKIP Meithrin programme which is a physical activity programme designed to nurture the physical literacy and development of very young children. This work will continue</p>

Step	Action (Based on short term)	Update (January 2020)
	<p data-bbox="371 387 808 491"><b>Involvement of parents and families to help promote key messages</b></p> <p data-bbox="371 683 763 858"><b>Up-skilling of Early Years Workforce in relation to exhausting alternatives to formal interventions /medication.</b></p> <p data-bbox="371 1090 831 1153"><b>To roll out ACE aware training and data collection.</b></p>	<p data-bbox="862 239 2038 343">to be included in 20/21 Early Years plan which will include an exploratory evaluation of the impact this strategy is having on the physical development of very young children.</p> <p data-bbox="862 387 2049 643">Three books have been developed in partnership with the 3<sup>rd</sup> sector and local authors based on the 'Best Start' messages which were coproduced with parents, children and children in the looked after system. The books explore the importance and value of play, active travel, healthy eating and growing your own vegetables. The third book explores listening skills and the importance of listening to each other. Involvement and coproduction of parents, families and children is, and will, remain a <b>core principle</b> of the work undertaken by the Early Years PSB group.</p> <p data-bbox="862 683 2038 1010">A primary care early years' worker service was piloted in the Penderi GP Cluster area. The evaluation demonstrated that the service was particularly cost-effective when compared to usual primary care patient pathways. Please see <b>Appendix 1</b>. A funding proposal to scale up the Primary Care Child and Family Service across all GP cluster areas in NPT and Swansea has been endorsed by the Children and Young Peoples Transformation Board (a sub-group of the Regional Partnership Board (RPB)). We are actively working to secure funding to support the continuation and roll out of the programme. Unless funding is secured this service will wind down from April 2020.</p> <p data-bbox="862 1050 2049 1378">The ACEs hub delivered training to over 80 professionals across Family Partnership, Team Around the Family, Flying Start, Family Information Service and Family Wellbeing team. The mix of staff have used the learning to raise awareness of the impact of ACEs with professionals that work routinely with children and families. The training, delivered by the TAF team, has supported over 56 professionals across schools, and the 3<sup>rd</sup> Sector, to undertake ACE informed assessments where appropriate. The ACE informed assessment enables front line staff to explore behaviours, tailor support for individuals and evaluate the appropriateness of services that are being delivered to vulnerable families.</p>

Step	Action (Based on short term)	Update (January 2020)
<p><b>To more effectively integrate Early Years Services</b></p>	<p><b>To explore opportunities to integrate EY Services.</b></p> <p><b>To learn from existing good practice in Swansea and beyond.</b></p> <p><b>To develop and test a Swansea model through a pilot.</b></p>	<p>An evaluation of Jig-So service was undertaken by Swansea University. Please see <b>Appendix 2</b>. The evaluation demonstrated significant cost avoidance and improved outcomes for children and vulnerable families. It is intended that the Pathfinder Transformation Programme will harness this learning and enable the scale up of this service ensuring that all families receive a service that is proportionate to need and mitigates the impact of social adversity. Following the successful evaluation of the JIGSO pilot the service will continue to work with the most vulnerable families in Swansea.</p>
	<p><b>To draw conclusions and any recommendations for partnership discussion /decision following:</b></p> <ul style="list-style-type: none"> <li>• <b>Exploring models of good practice elsewhere in relation to integration.</b></li> <li>• <b>Identifying options to build on existing good practice.</b></li> <li>• <b>Identifying collaborative/integrated development opportunities in relation to the Health Visiting Service /Model in Swansea through the Health Visiting Governance Review</b></li> </ul>	<p>In November 2018, Welsh Government invited Swansea and NPT to become an Early Years Transformation Pathfinder area. This programme became operational in June 2019. This programme is currently scoping and mapping the early years’ system from conception to age 7. Following the conclusion of this piece of work, it is intended that the local ‘system’ will be tested as to how well it is integrated and service users consulted. This work is to identify appropriate areas to undergo a process of ‘integration’, which will take place during 20/21. The scope of this work will be included in 20/21 PSB Early Years Plan.</p> <p>A scoping exercise has recently been initiated with a view of developing, and testing, an integrated early years’ nutrition and exercise programme in a community cluster area. We will review the published evidence and then seek to co-create, with families, a holistic family approach that addresses the health, exercise and nutritional needs of very young children. The evidence, approach and success of the “Health, Exercise and Nutrition in the Really Young” (HENRY) programme in Leeds in significantly reducing childhood obesity at population level, will also be used to inform this work and will be delivered under our local “Best Start” banner.</p>

<p><b>To make sure interventions are made earlier in life and in the right ways at later stages</b></p>	<ul style="list-style-type: none"> <li>• <b>Identifying opportunities for development of collaborative services for pregnant women and their families through the Review of Community Midwifery Services.</b></li> <li>• <b>Implementation will be subject to any approved recommendations.</b></li> </ul> <p><b>To deliver preventative services at an earlier stage to stop issues becoming worse.</b></p> <p><b>To explore options for the promotion of approaches to healthy pre-conception.</b></p> <p><b>To explore options for a more collaborative approach to the delivery of an ante-natal parenting/parentcraft offer.</b></p>	<p>Following the Governance Review, a Standard Operating Protocol was developed to improve communication across the JIGSO and Health Visiting services. This has proven to work effectively with enhanced communication across both services. However, it is an aspiration to have a Health Visitor based within the team in the future as it is envisaged that this integrated model would further enhance collaboration and interventions within the first 1000 days. Further exploratory work around this aspiration will be progressed in 20/21.</p> <p>A further aspiration arising from the review is to develop a programme that enables Health Visiting students to have short placements with the JIGSO team so they are able to gain an insight into the integrated service. Reciprocal placements for student midwives and the JIGSO team with the Health Visiting service will enable a greater insight into the work that Health Visitors undertake with families and the wider community. This action relates to the outcomes of the review and will be included in 20/21 Early Years action plan.</p> <p>Following a review of the work plan in the meeting in 2018, members agreed that this action should be discontinued in favour of prioritising the other actions outlined in the plan. It is envisaged that links to work in enhancing sexual health services and supporting a reduction in unintended pregnancies will be included in the next work plan for Early Years.</p> <p>An All Wales survey was undertaken with women and explored women's experience of pregnancy and birth in Wales. The '<i>Your Birth – We Care</i>' report (Welsh Government, 2017) contained suggested actions based on the survey findings relating to antenatal education. It is planned that Community Midwives will complete a programme of antenatal education provided by Swansea University commencing February 2020. Community midwives who complete this training will deliver the new</p>
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	<p><b>To map current perinatal mental health services and approaches in Swansea and identify areas for development.</b></p> <p><b>To evaluate the JIGSO model and learn from any recommendations/ conclusions.</b></p>	<p>antenatal education programme, with a plan that this is fully implemented across the Health Board by March 2021.</p> <p>Mapping work completed and first draft report developed. Midwifery and Health Visiting Service are currently being consulted regarding the content of the report because a number of local service developments have taken place since the first draft report was written.</p> <p>The evaluation of the JIGSO service model was undertaken by Swansea University and published in April 2019. It identified the following: That the JIGSO model addressed some of the impact social adversity has on the wellbeing of vulnerable families. That the inclusion of fathers in the programme had a beneficial impact on the outcomes for families. That the JIGSO model created significant cost avoidance savings. And that the learning from the JIGSO model should be disseminated across other local authority areas. These findings have supported the continuation of the JIGSO service for Swansea and will also inform the Pathfinder Transformation Programme.</p>
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**4. Legal implications**

4.1 There are no legal implications associated with this report

**5. Finance (if required)**

5.1 There are no financial implications associated with this report

**Background papers:** None

**Appendices:**

Appendix 1 – Evaluation of a Primary Care Early Years Pilot in Penderi Cluster

Appendix 2 – Jio-so Project Journey Evaluation Report (April 2019)