

Nottinghamshire County Council

4 May 2022

Agenda Item: 7

# REPORT OF THE DIRECTOR OF PUBLIC HEALTH AND CORPORATE DIRECTOR OF CHILDREN AND FAMILIES

# ANNUAL PROGRESS REPORT - BEST START STRATEGY 2021–2025

# **Purpose of the Report**

1. To invite the Nottinghamshire Health and Wellbeing Board to review progress so far of the delivery of the Nottinghamshire Best Start Strategy 2021 – 2025, and approve next steps for successful implementation.

# Information

## Background

- 2. The Best Start Strategy 2021-25 was agreed by Nottinghamshire County Council's Policy Committee in February 2021 following previous endorsement by Children and Young People's Committee in November 2020 and the Nottinghamshire Health and Wellbeing Board in January 2021. The Strategy is available at <u>Giving Children the Best Start in Life | Nottinghamshire County Council</u> and delivery began on 1 April 2021. This is the first progress report to the Health and Wellbeing Board.
- 3. The Strategy uses an early help approach and prioritises early childhood to improve outcomes for young children and their families. Giving children the best start in life is a fundamental part of improving health and reducing inequalities. The earliest years of a child's life have a significant impact on their long-term development and their life chances.
- 4. Investing in early childhood services has been shown to have a greater return on investment than many other economic development options. For example, for every £1 invested in quality early care and education, taxpayers save up to £13 in future costs; in addition, for every £1 spent on early years education, £7 would need to be spent to have the same impact in adolescence.<sup>1</sup>
- 5. Giving a child the 'best start' begins before birth, with good pre-conception and maternity care. Pregnancy and the early years offer a unique opportunity to shape the lives of our children: if

<sup>&</sup>lt;sup>1</sup> Early Intervention Foundation (2018a) Realising the Potential of Early Intervention <u>realising-the-potential-of-early-intervention.pdf</u>

a child receives appropriate support during their early years, they have a real chance of maximising their potential.

- 6. On behalf of the Health and Wellbeing Board, the Best Start Partnership acts as the responsible body for the development, delivery, and performance management of the Strategy. The Partnership has met six times since April 2021, with strong attendance and engagement.
- 7. The Best Start Partnership works with existing partnership groups to share good practice, agree actions, develop and deliver successful initiatives and review progress. In some cases subgroups have been created to help lead on one or more of the ten ambitions of the strategy.
- 8. Since the strategy has been launched, ensuring children have the best start in life is now a key priority within the plans of Mid Notts and Bassetlaw Place Based Partnerships and there has been increased engagement from a range of partners including Primary Care Networks and District Councils. It has also been identified as a continuing area of focus for the new Joint Health and Wellbeing Strategy for 2022 2026 by the Health and Wellbeing Board.

#### Progress of the Best Start Strategy

- 9. The Best Start Strategy focuses on the achievement of the following 10 ambitions:
  - i. prospective parents are well prepared for parenthood
  - ii. mothers and babies have positive pregnancy outcomes
  - iii. babies and parents/carers have good early relationships
  - iv. parents are engaged and participate in home learning from birth
  - v. parents experiencing emotional, mental health and wellbeing challenges are identified early and supported
  - vi. children and parents have good health outcomes
  - vii. children and parents are supported with early language, speech, and communication
  - viii. children are ready for nursery and school and demonstrate a good level of overall development
  - ix. children have access to high quality early years provision
  - x. parents are in secure employment.
- 10. Each ambition has (or will soon have) an action plan focussing on how the Best Start Partnership will achieve its goals. Each action plan is then delivered by the relevant Best Start Partnership sub-group or partnerships that are already in existence.
- 11. The following table provides an update on the progress so far for each of the 10 ambitions, achieved through the Partnership.

	Ambition	Summary of Progress		
1.	Prospective	The partnership discussed this ambition in November 2021 and will now		
	parents are well prepared for parenthood	<ul> <li>implement the following:</li> <li>Roll out of new antenatal BABES groups within the Children's Centre Service.</li> </ul>		

		• Increased engagement of Maternity Services to deliver courses in community venues (Bassetlaw is leading the way), further work is required in other districts.
		<ul> <li>Targeted additional support in between pregnancies for families with multifaceted needs.</li> </ul>
		• Relationships and Sex Education in schools and informal settings to be used as an opportunity to discuss pregnancy and parenthood with young people including young men.
		• Following further discussion at the recent HWB workshop in March 2022, feedback will be incorporated into future work to address this ambition.
2.	Mothers and babies have positive pregnancy	<ul> <li>A local maternity and neonatal system data dashboard is live. It includes key 'Best Start' indicators drawn from the Partnership and progress is regularly reviewed by the Local Maternity and Neonatal System.</li> </ul>
	outcomes	<ul> <li>Sherwood Forest Hospital Foundation Trust (SFHFT) are an early implementor for NHS England's tobacco treatment model and as from December 2021 are delivering in-house, hospital-led treatment for tobacco dependence to pregnant women with the aim of increasing engagement in tobacco support and reducing rates of smoking in pregnancy. The team will shortly begin delivering financial incentives alongside treatment, in line with NICE guidance. Nottingham University Hospitals NHS Trust (NUHT) and Doncaster and Bassetlaw Teaching Hospitals NHS Foundation Trust (DBTH) have begun planning the delivery of similar in-house models of care and there are project groups established around each Hospital Trust.</li> </ul>
		• There has been a multi-agency approach to increasing uptake of Covid-19 vaccination in pregnancy, supported by a comprehensive communications campaign widely promoted across partners.
		• Links have now been made with South Yorkshire and Bassetlaw Local Maternity Neonatal System (LMNS) and all Maternity Services are represented at the Best Start Partnership.
		• The Children's Centre Service developed new Antenatal BABES groups during the pandemic to ensure expectant parents could access support virtually and face to face.
		• Since June 2021, the Children's Centre Service has been holding 'welcome back discussions' with families attending universal services. Records of these discussions found that families missed face to face contact, were concerned about their child's development because they had less time to interact with other children and parents were feeling more isolated. The activities they missed the most were universal and targeted group sessions where they can build relationships with other parents and carers.

3.	Babies and parents/ carers have good early relationships	• Most health visitors in the Healthy Families Programme have now been trained in the Brazelton Newborn Observation. This evidence- based tool supports health visitors to deliver brief advice in relation to the quality of the parent-infant relationship to all new parents and carry out an assessment of this relationship. A small cohort of health visitors yet to be trained have their training booked.
		• A targeted offer to improve the quality of the parent-infant relationship has been developed. This is delivered by two specialist practitioners based in the Healthy Families Programme and has recently commenced in March 2022. Practitioners will deliver a six-session package of support tailored to the needs of individual women using a strengths-based approach.
		• New Parents Groups have been established by the Children's Centre Service and these are being rolled out in 2022. These groups focus on building positive relationships between parents/carers and their new baby.
		• Targeted Baby Massage courses have been delivered by the Children's Centre Service throughout lockdown and capacity has now increased following the lifting of restrictions. Baby massage helps build attachment, sensory stimulation and healthy development. In 2021/22 1,011 parents/carers were referred to Baby Massage courses through the service (14% of all referrals into the service).
4.	Parents are engaged and participate in	The Early Years Attainment group which oversees this priority, is well
	participate in	established and has now created a new Early Years Improvement Plan for 2022-25.
	participate in home learning	<ul> <li>for 2022-25.</li> <li>Home Learning opportunities have been promoted to families across Nottinghamshire through the Notts Help Yourself website, Children's Centre Service, Families Information Service and Inspire Facebook pages. Content is created by the Children's Centre Service and the Early Childhood Service Quality and Attainment Team, along with signposting to national resources such as Tiny, Happy People and</li> </ul>
	participate in home learning	<ul> <li>for 2022-25.</li> <li>Home Learning opportunities have been promoted to families across Nottinghamshire through the Notts Help Yourself website, Children's Centre Service, Families Information Service and Inspire Facebook pages. Content is created by the Children's Centre Service and the Early Childhood Service Quality and Attainment Team, along with signposting to national resources such as Tiny, Happy People and Hungry Little Minds.</li> <li>The additional resources created through lockdown restrictions have been shared with parents including 'Story Time' and activities to do at</li> </ul>
	participate in home learning	<ul> <li>for 2022-25.</li> <li>Home Learning opportunities have been promoted to families across Nottinghamshire through the Notts Help Yourself website, Children's Centre Service, Families Information Service and Inspire Facebook pages. Content is created by the Children's Centre Service and the Early Childhood Service Quality and Attainment Team, along with signposting to national resources such as Tiny, Happy People and Hungry Little Minds.</li> <li>The additional resources created through lockdown restrictions have been shared with parents including 'Story Time' and activities to do at home.</li> <li>The Bookstart programme delivered by Inspire has been successful in disseminating resources to families through Healthy Family Teams,</li> </ul>

		children's learning   peeple. This will assist their work to support school readiness and help create positive home learning environments.
		• Other home learning school readiness interventions provided by the Children's Centre include Let's Play in the home.
5.	Parents experiencing emotional, mental health and wellbeing challenges are identified early and supported	• A multi-agency group has been working to strengthen the pathway of care for women with mental health needs in the perinatal period.
		• Additional training has been delivered to midwives and health visitors and referral pathways to mental health support strengthened.
		• A new guide to emotions leaflet covering pregnancy and the postnatal period and all levels of emotional and mental health need has been developed. A copy is given to all women at their antenatal booking appointment and it is used by Healthy Family Teams.
		• The Routine Enquiry about Adversity in Childhood (REACh) programme is now fully implemented within the Children's Centre Service. REACh aims to raise awareness amongst professionals and the public about long term outcomes of childhood adversity and trauma. This is achieved by establishing and supporting organisational practice and culture change by embedding REACh within every appropriate assessment. By using this approach in Children's Centre Service Family Assessments, the service has received 406 disclosures in the last 4 months (01.10.21 to 05.01.22) which enabled the service to put the right package of support in place, and enabled parents/carers to understand the impact of adverse childhood experiences on children's development.
		• The Children's Centre Service is working with the NHS Nottingham Community Perinatal Psychiatry to roll out sessions in Children's Centre buildings across the county, making ongoing support services more accessible.
		• The Relationships Really Matter resource developed on Notts Help Yourself has received 1611 "hits" during Q1 – 3 2021/22 and FIS Facebook posts focused on reducing parental conflict have "reached" 2217 people.
6.	Children and parents have good health outcomes	• There are a range of partnership groups focusing on health outcomes during pregnancy and post-natal stages who report into the Best Start Partnership. These include:
	outcomes	<ul> <li>Nottingham and Nottinghamshire Safer Sleep Steering Group</li> </ul>
		<ul> <li>Childhood Obesity Trailblazer Project Group</li> </ul>
		<ul> <li>Nottingham and Nottinghamshire Breastfeeding and Infant Feeding Partnership</li> </ul>
		<ul> <li>Maternal Public Health Workstream (Nottingham and Nottinghamshire LMNS)</li> </ul>
		<ul> <li>Accident Prevention Steering Group (South Yorkshire and Bassetlaw LMNS)</li> </ul>

	•	A multi-agency Nottinghamshire and Nottingham Safer Sleep Steering Group is in place. Key actions include:
		<ul> <li>Completion of a mapping activity of key points when Safer Sleep messages are given by practitioners to families.</li> </ul>
		<ul> <li>Training delivered in both County and City through Safeguarding Partnerships- January 2022.</li> </ul>
		<ul> <li>Risk assessment tool reviewed and disseminated.</li> </ul>
		<ul> <li>Safer Sleep messages shared widely across partnerships in line with Lullaby Trust winter messaging campaign and Safer Sleep week.</li> </ul>
		<ul> <li>'Your Baby's Sleep' survey completed by 142 parents. Results being analysed and action plan will be developed.</li> </ul>
	•	From August 2021 the Best Start in Life Breastfeeding Partnership was established as a sub-group to the Nottinghamshire Best Start Partnership. Improving breastfeeding rates is outlined as a priority in the Nottinghamshire Best Start Strategy and Local Maternity and Neonatal System. Some of the key actions underway include developing a joint data dashboard, a breastfeeding pathway and influencing the LMNS delivery plan.
		<ul> <li>Breastfeeding rate for Nottinghamshire County has continued to increase achieving 46% - comparing better now with England figure of 47.6%, 2020/2021.</li> </ul>
		• There are however still "cold spots" well below this figure where further work is being targeted, for example two thirds of babies are still being breastfed at 6-8 weeks in Rushcliffe, compared to one third in Bassetlaw.
		• Working with district and borough councils, the Nottinghamshire Breastfeeding Friendly in the Community initiative has been re- launched following a pause during the pandemic and as of March 2022, with 232 venues being accredited through the scheme, welcoming breastfeeding mums and babies.
	•	Since November 2020, working with the national charities Family Action and Fare Share, as part of the Childhood Obesity Trailblazer Programme, we have created 21 FOOD Clubs, with 10 of them located in Children's Centres specifically targeting families with pre-school children. Membership numbers in the Children's Centres hosted clubs currently stand at 748 and there is now at least one FOOD Club in every district
	•	Also linked to the Childhood Obesity Trailblazer programme is the Food for Life initiative, in partnership with the Soil Association. Seven early years settings across the county have been supported to undertake this externally evaluated programme, with 2 sites already accredited and the further sites close to completion. The two accredited sites are also part of the Children's Kitchen initiative collaborating with the local Children's Centre FOOD Club.

		<ul> <li>Additionally, 180 training licences for Loughborough University's acclaimed School of Sport, Exercise, and Health Sciences Fussy Eaters e-learning programme have been issued free of charge to local early years practitioners upskilling them to cascade support on feeding challenges to families.</li> <li>Healthy Start – In October 2021, the uptake of Healthy Start in Nottinghamshire was 64%. The scheme is changing from paper based to digital and all beneficiaries are required to re-apply. Current uptake data only shows those still on the paper scheme, and no data is available yet regarding those on the digital scheme. Uptake data for February 2022 is 34% but is not therefore indicative of the whole picture.</li> </ul>
7.	Children and parents are supported with early language, speech, and communication	<ul> <li>A multi-agency Speech, Language and Communication Needs (SLCN) Best Start subgroup has been established to lead on this ambition and an action plan has been developed.</li> <li>The following work has been progressed so far: <ul> <li>Completion of the Early Intervention Foundation SLCN self- assessment.</li> </ul> </li> <li>A new SLCN resource has been created on Notts Help Yourself to support parents, carers and practitioners with information and ideas to support early language development. It is currently undergoing user testing, prior to launch later this month.</li> <li>A SLCN consultation has taken place with parents. There were 88 responses and analysis is underway. Focus groups will be established to deep dive into some recurring themes.</li> <li>SLCN training is currently being commissioned for the early years sector, whilst refresher training will be provided to the Children's Centre Service.</li> <li>Language Lead networks continue to be provided to the early years sector termly, with 128 practitioners attending during Q3 2021/22, with 89% reporting they had improved knowledge and confidence to identify and address SLCN following attendance at the network.</li> </ul>
8.	Children are ready for nursery and school and demonstrate a good level of overall development	<ul> <li>The Early Years Attainment group oversees this priority, is well established and has now created a new Early Years Improvement Plan for 2022-25.</li> <li>The take up rate for vulnerable 2-year olds is increasing and is now higher than pre-lockdown levels. At the end of the Autumn Term 2021, 82.18% of eligible children were taking up a place.</li> <li>55% of all vulnerable children aged 2-4 were meeting their expected levels of development in 3 or more areas of the Early Years Foundation Stage (out of 5) according to Better Start returns in Autumn 21.</li> </ul>

		•	1,345 children under the age of 4 were referred to the Children's Centre Service for school readiness interventions, including Little Talkers, Let's Play, 'Now I am 2' and Forest Schools.
9.	Children have access to high quality early years provision	•	The Early Years Attainment group oversees this priority, is well established and has now created a new Early Years Improvement Plan for 2022-25.
		•	The Childcare Sufficiency Assessment for 2020/21 has been completed and highlights that there is currently sufficient high-quality early years provision across Nottinghamshire, in some areas there are surplus places.
		•	In Nottinghamshire, 793 early years settings out of 1,082 have been rated as 'Good' or 'Outstanding' by Ofsted.
		•	The Council's Early Years Training and Development Opportunities (TADO) offer to the early years sector now includes both virtual and face to face training. In the last 12 months 1,085 early years practitioners accessed training provided by the council.
		•	The local early years recruitment campaign has received national interest and has been identified as an example of good practice. workinginchildcareleaflet.pdf (nottinghamshire.gov.uk)
10.	Parents are in secure employment	•	The action plan has been agreed with members of the Improving Life Chances for Children and Families partnership group which is already well established. This is multi-faceted, covering diverse subjects such as promoting schemes such as the Warm Welcome initiative for families with new babies, the Life Skills financial management initiative from Family Action, the Opening Doors to Employment programme from the Children's Centres, Job Centre Plus and West Notts College and employment and money support through the Building Better Opportunities programme.
		•	The Families Information Service promotes a range of childcare funding support, including the Tax Free Childcare scheme and 30 funded hours per week for 3 and 4 year olds with working parents. In Autumn 2021 94.3% of 3 and 4 year olds from working families were receiving the 30 hours per week funding offer. In addition, the Work and Volunteering section on Notts Help Yourself received 4111 "hits" providing useful self-serve information to Nottinghamshire families.
		•	Children's Centre Service volunteer training courses have re-started following a pause due to the pandemic. There are 134 active parent volunteers helping to delivering the service, including 33 Breastfeeding Peer Support Volunteers.
		•	37 parents engaged with Children's Centre work readiness activities between April 2021 and Sept 2021. 30 completed the 'Opening Doors with Confidence' course, 14 completed 'Opening Doors to Employment' and 3 parents became new volunteers.

0	98% said the programme has improved their skills and confidence, encouraging, and supporting them to undertake or gain a qualification
0	90% said the programme has increased their skills and confidence to look for employment.
0	30% said that from coming to the programme their employment situation has improved.
0	25% said they have gone on to undertake or gain other qualifications.

#### **Best Start for Life and Family Hubs**

- 12. <u>The Best Start for Life: a vision for the 1,001 critical days</u> was published by the Department for Health and Social Care (DHSC) in March 2021, following the Early Years Healthy Development Review, which was commissioned by the Prime Minister and chaired by Rt Hon Dame Andrea Leadsom DBE MP. Family Hubs are at the heart of this vision for baby-centred services, designed to give every baby the best start for life.
- 13. The review focused on the period between conception and the age of two the first 1,001 critical days and considered evidence gathered from a wide range of sources. It learnt about good practice and identified where change was needed to make a real difference to the lives of parents, carers and babies.
- 14. The resulting vision set out a programme of work to transform how families are supported. The goal is to ensure the very best support throughout these 1,001 critical days, setting babies up to maximise their potential for lifelong emotional and physical wellbeing. To achieve this, Family Hubs are required because research for the review demonstrated clearly that what parents and carers want is accessible, joined-up services, available in one place, both physically and virtually. Family Hubs can become that home for services during this critical period from conception to the age of two, providing universal and seamless support and encouragement to every new family.
- 15. Family Hubs will not be provided solely through buildings. The experience of lockdown has added a new dimension to the Family Hub offer and the development of virtual tools offering easy access and convenience for parents and carers has been a positive consequence of the pandemic. From mums nervous about seeking face-to-face breastfeeding assistance, to fathers asking for mental health support, online and virtual services have a significant role to play, especially at a time when a baby's needs can be exhausting. Each Local Authority has been asked to provide a strong Best Start local offer to provide flexible and accessible support to new families, in Nottinghamshire this will be added to the Notts Help Yourself website alongside the Parents and Carers Zone.
- 16. Although Family Hubs are designed to support families from conception to 19 (or 25 if they have special educational needs or have disabilities), the Best Start for Life vision is for services to be offered as a core part of all local Family Hub Networks. A locally published Start for Life offer would ensure that families know what is available to them and this is a task that will be led by the Nottinghamshire Best Start Partnership.

# **Next Steps**

- 17. The Best Start Partnership discusses one of the 10 ambitions in depth at each of their meetings. They have already agreed priorities to address ambitions 1, 4, 5, 7, 8 and 9 and are carrying out further work on each of the ambitions which do not yet have agreed action plans.
- 18. Family Hub Networks will be created in Nottinghamshire with best start at their core. The Best Start Partnership will have a role to play to ensure that local Family Hub developments do not lose the focus on antenatal support and the first 1,001 days of a baby's life.
- 19. A task and finish group will be established to lead the development of the Best Start Local Offer which will be published on Notts Help Yourself and promoted to families during the antenatal and postnatal stages of pregnancy.
- 20. Information Sharing Agreements are being progressed to enable the successful implementation of Family Hub Networks and the Best Start Local Offer. This work will enable services to provide integrated support and care, whilst identifying and addressing needs early.

#### **Other Options Considered**

21. No other options have been considered.

#### **Reasons for Recommendations**

- 22. Work to enable children to have the best start in life spans a wide range of services and social issues. There has been no co-ordinated partnership strategy which brings together all key partners and activities which focus on antenatal and postnatal care, children's development, and support for families with pre-school children.
- 23. The Best Start Partnership will provide a cross-cutting solution to a complex set of problems and risks which face children and families. For this reason, the Strategy and Partnership will build links between many different parts of the system to provide joined-up and holistic services.

# **Statutory and Policy Implications**

24. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability, and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

## **Crime and Disorder Implications**

25. By using evidence-based practice to target and engage children at risk of poor outcomes, it is anticipated that longer term outcomes for children involved in offending behaviour will reduce.

# **Financial Implications**

26. Partners in the delivery of the Best Start Strategy will use their own resources to help shape and improve services and interventions for pre-school children and their families; no additional funding has been provided to support the delivery of the strategy.

### Safeguarding of Children and Adults at Risk Implications

27. Safeguarding children and families will continue to be a key priority within the Best Start Strategy and for all partners represented at the Best Start Partnership.

#### **Implications for Service Users**

28. Successful delivery of the Best Start Strategy will improve a range of outcomes for children and families including emotional health and wellbeing, healthy pregnancy, school readiness, speech, and language to name but a few.

# RECOMMENDATIONS

That the Health and Wellbeing Board:

- 1) acknowledges the progress made so far to deliver the new Best Start Strategy.
- 2) approves the suggested next steps for the effective delivery of the Best Start Strategy and improvement of outcomes for children and families.

#### Lawrence Jones Service Director, Commissioning and Resources, Children and Family Services Nottinghamshire County Council

Louise Lester Consultant in Public Health Nottinghamshire County Council

#### For any enquiries about this report please contact:

Kerrie Adams Senior Public Health and Commissioning Manager T: 0115 9772198 E: Kerrie.adams@nottscc.gov.uk

Irene Kakoullis Group Manager Early Childhood Services T: 0115 9774431 E: Irene.kakoullis@nottscc.gov.uk

# Constitutional Comments (EP 19/04/22)

29. The Health and Wellbeing Board is the appropriate body to consider and approve the content of this report.

## Financial Comments (DG 19/04/22)

30. There are no direct financial implications arising from this report.

## **Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

<u>Joint Strategic Needs Assessment Chapter – 1,001 Days, Conception to Age 2</u> Report to Children and Young People's Committee (16 December 2019)

<u>Joint Strategic Needs Assessment Chapter – Early Years and School Readiness</u> Report to Children and Young People's Committee (16 December 2019)

<u>Giving children the best start: Nottinghamshire Best Start Strategy 2021 – 2025</u> Report to Children and Young People's Committee (30 November 2020)

<u>Giving children the best start: Nottinghamshire Best Start Strategy 2021 – 2025</u> Report to Health and Wellbeing Board (6 January 2021)

Giving children the best start: Nottinghamshire Best Start Strategy 2021-2025 Report to Policy Committee (10 February 2021)

Best Start Strategy 6 month progress report Report to Children and Young People's Committee (1 November 2021)

Best Start Strategy 2021-2025 Equality Impact Assessment Completed Equality Impact Assessments (EqiAs) | Nottinghamshire County Council

**Electoral Divisions and Members Affected** 

All.