

Title:	Children and Young People - Health Promotion
Report to:	Health and Wellbeing Board
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Purpose

This briefing provides the Board with an overview of the health promotion services for children and young people currently commissioned by the PCT in Telford and Wrekin, in the wider context of the Healthy Child Programme.

Introduction to the Healthy Child Programme

The Healthy Child Programme (HCP), issued by the Department of Health in 2009, is an early intervention and prevention public health programme for all children. It sets out the recommended framework for universal and progressive services for children, young people and their families to promote optimal wellbeing:

- **The Healthy Child Programme: Pregnancy and the first five years of life** is led by the health visiting team. It offers every child a programme of screening tests, an immunisation schedule, health and development reviews, health promotion guidance and support for parents tailored to need, with additional support as required at key times
- **The Healthy Child Programme: From 5-19 years** is led by the school nursing service. The good practice framework sets out a universal service for all 5-19 year olds with additional services for those with specific needs and risk factors.

Why is it important?

The first years of life are one of the most important stages in the life cycle. This is when the foundations of future health and wellbeing are laid down, and it is a time when parents are particularly receptive to learning and making changes. Focusing on early intervention and prevention, rather than on treating problems after they develop, is both socially and economically more effective in the long term. Supporting children and young people through childhood and adolescence into adulthood lays the foundations for a healthy, fulfilled life. Lifestyle and habits established during childhood, adolescence and young adulthood influence a person's health throughout their life.

A focus on prevention and early intervention has a vital role to play in breaking the cycle of health inequalities within families. Certain groups of children and young people have particular vulnerabilities and susceptibility to poor health outcomes. The HCP seeks to reduce health inequalities and meet the needs of the most 'at risk' children, young people and families, through a universal model with additional targeted support.

Future delivery of the Healthy Child Programme: Pregnancy to 5 years old

From April 2013, the NHS Commissioning Board will be responsible for commissioning public health services for children from birth to five years, including health visiting, family nurse partnership and Child Health Information Systems. Responsibility for commissioning public health services for the under fives is then due to transfer to local authorities in 2015.

Future delivery of the Healthy Child Programme: 5 to 19 years old

From April 2013 local authorities will become responsible for commissioning the HCP for school aged children (5-19 years), including the school nursing service.

Schools have an important role to play in promoting healthy lifestyles and providing extra support to at risk children. It is recommended that the HCP is delivered in schools by School Health Teams who provide a key link between health, education and wider children and young people's services, providing guidance and support on a range of health related issues. The composition of School Health Teams varies from locality to locality according to local needs and service configurations, with school nurses at working with a range of other professionals and support staff locally.

Key health priorities included in the HCP are as follows:

- Breastfeeding
- Promoting healthy weight
- Unintentional injury
- Emotional health and wellbeing
- Teenage pregnancy and sexual health
- Drugs, alcohol and tobacco

Tackling Healthy Child Programme Priorities in Telford and Wrekin

Promoting healthy weight and supporting breastfeeding

An outline of the local services commissioned to promote healthy weight and prevent and manage obesity and also breastfeeding support services were included in the obesity briefing to the Health and Wellbeing Board in January 2013. Please refer to this report for further details of these programmes.

Unintentional injury

The Telford and Wrekin unintentional injury strategy and action plan for children and young people has recently been reviewed and refreshed. This involved a multi-agency stakeholder workshop to map current activity and identify gaps against the recommendations made in the National Institute of Health and Clinical Excellence (NICE) public health guidance. The strategy and provides a multi-agency framework aimed at preventing unintentional injuries in children and young people in Telford and Wrekin. The action plan forms an evidence-based programme of activities, which are led by relevant partner organisations.

Emotional health and wellbeing

Improving emotional health and wellbeing and delivering a comprehensive range of CAMHS is central to the HCP. Early intervention is crucial when young people first experience mental distress, by building their resilience and providing them and their families with appropriate support. A briefing on mental health promotion was provided to the Health and Wellbeing Board in January 2013, please refer to this report for further details.

Teenage pregnancy and sexual health

A new contract for Contraception and Sexual Health Services in Telford and Wrekin will start from 1st April 2013, following a competitive tender exercise. The revised service specification reflects the latest evidence base, including clinical and professional standards and guidelines. The majority of contraception and sexual health services in Telford and Wrekin will be commissioned through one contract, which has recently awarded to Staffordshire and Stoke-on-Trent Partnership NHS Trust.

Historically, there has been limited sexual health promotion work in Telford and Wrekin due to reliance non-recurring monies for campaign work which have not been recently available. All sexual health consultations by clinicians should involve an appropriate level of sexual health promotion, rather than focussing purely on the presenting complaint. The new service specification has been significantly strengthened in the area of sexual health promotion and prevention. It includes a planned calendar of monthly campaigns and an increased emphasis on encouraging and enabling self-management and informed decision making.

Drugs alcohol and tobacco

The public health team currently commission Shropshire Community Health Services NHS Trust Health Improvement Team to deliver school, college and community-based alcohol health promotion information and workshops sessions for children and young people and their parents and carers. These sessions are based on the Chief Medical Officer recommendations and are delivered in a fun and interactive way where possible and tailored to the needs of the individual or group.

A separate briefing on tobacco control and smoking cessation programmes is provided with these Health and Wellbeing Board papers for information.

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