

An update on children and young people's health and wellbeing in the context of Nottingham City's Children and Young People Plan 2016-20

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Children and young people's health and wellbeing

Part 1 of this presentation, and associated report, focuses on partnership efforts in Nottingham to reduce the:

- Proportion of women smoking in pregnancy.
- Proportion of year 6 children who are obese.

Part 2 focuses on emotional health and wellbeing




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Smoking in Pregnancy



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What is the issue?



Smoking more than doubles the risk of stillbirth, but stopping, and making your house smoke free can greatly reduce this risk.



Every cigarette you smoke has 4,000+ chemicals in it & reduces the oxygen reaching your baby. As a result, their heart has to beat harder every time you smoke.



Babies born to mothers who smoke are more likely to be born small. This has short term health issues and a greater lifetime risk of obesity & diabetes.



Babies whose parents smoke are more likely to be admitted to hospital for bronchitis and pneumonia during their first year.



Some babies born to mums who smoke have malformations, like cleft lip, or a squint.



It's never too late in pregnancy to stop. It can be difficult, but smoking is much more harmful to your baby than any stress stopping may bring.



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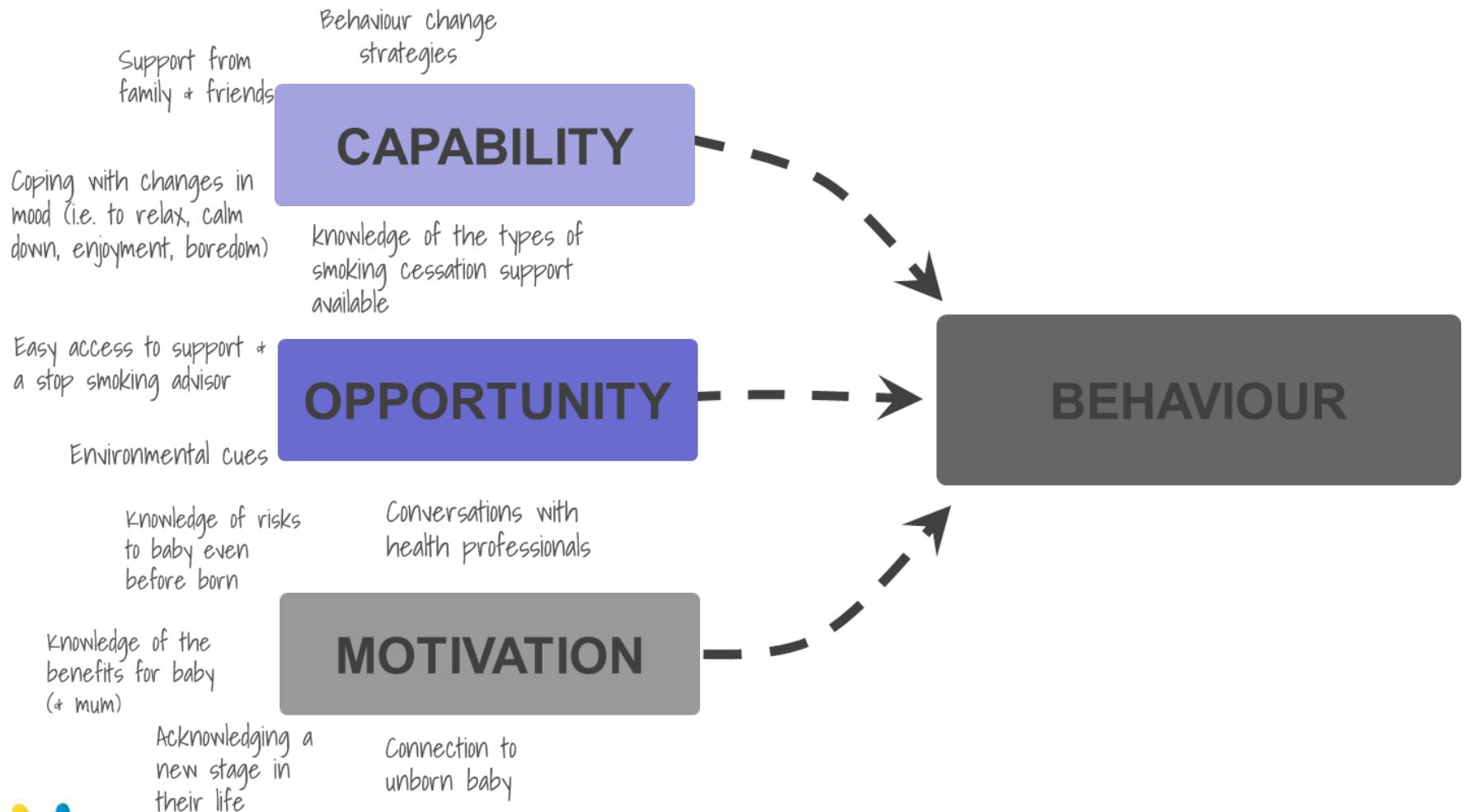
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What is the issue?



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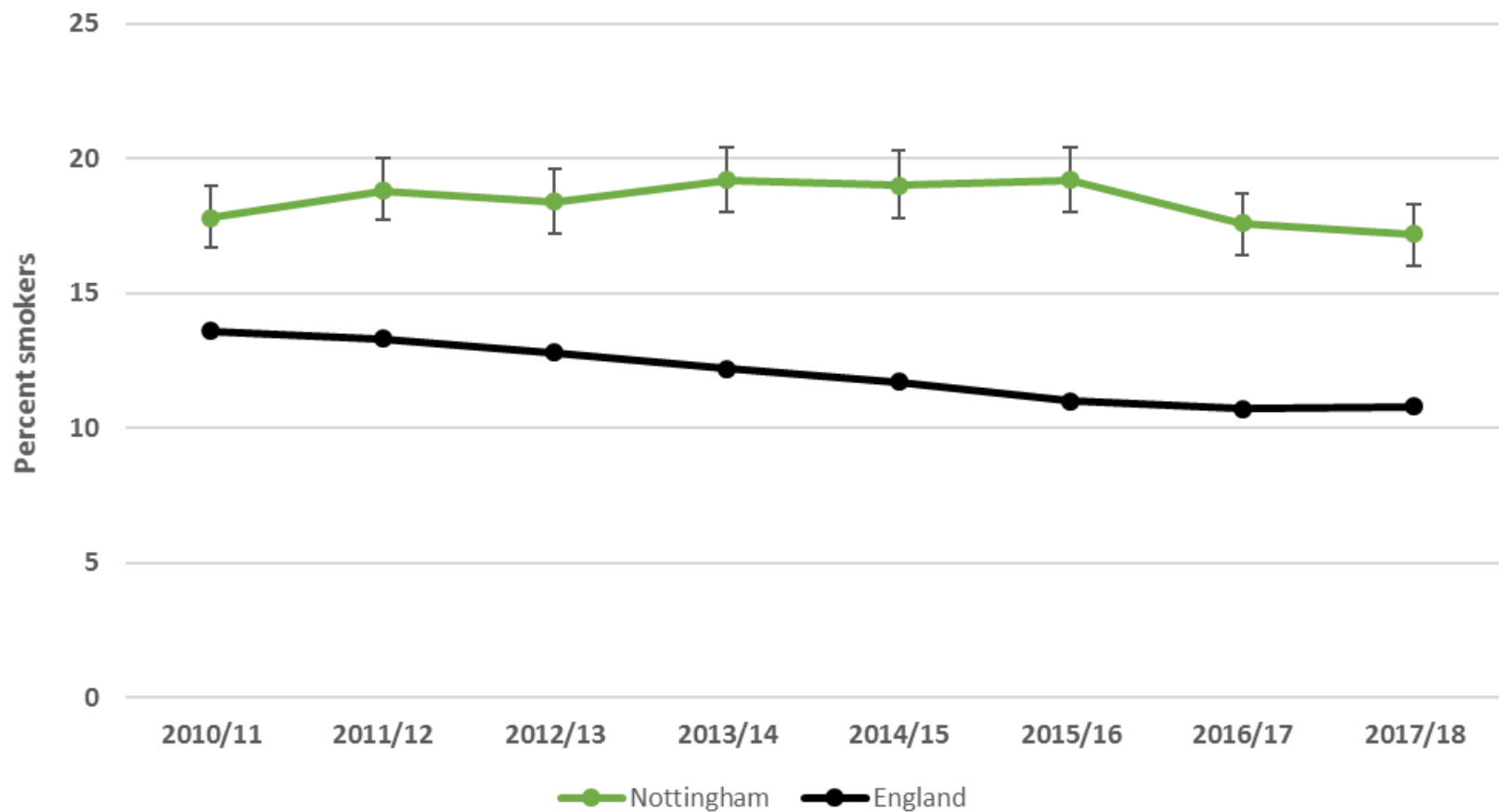


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Reducing the proportion of women smoking in pregnancy

- In 2017/18 17.2% of mothers in Nottingham City were **smokers at the time of delivery.**
- The **5th highest** rate amongst our statistical neighbours.
- The England average was 10.8%.

Reducing the proportion of women smoking in pregnancy



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CASE STUDY VIDEO



Danielle's Story.mp4



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What are we doing to help?

New smoking in pregnancy post

(Fixed term for 18 months)

love
bump 



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NHS
England

 **CityCare**
Building Healthier Communities



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General Awareness Campaign

- Posters for key venues such as GP surgeries, libraries, children's centres, hospitals;
- Bespoke website;
- Social media;
- Press release / case study;
- Staff comms: newsletters and intranets.



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Community Engagement

- Bespoke, on-the-ground activity in two key City wards with high smoking prevalence:
 1. Bulwell
 2. Aspley
- This will involve engaging with key opinion formers and groups, such as NDOs, councillors, Children's Centres and Small Steps Big Changes.
- This will be ongoing throughout the year.

Maternity staff toolkit and conversion cards...

love
bump ♥



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Social media...



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Encouraging a healthy pregnancy



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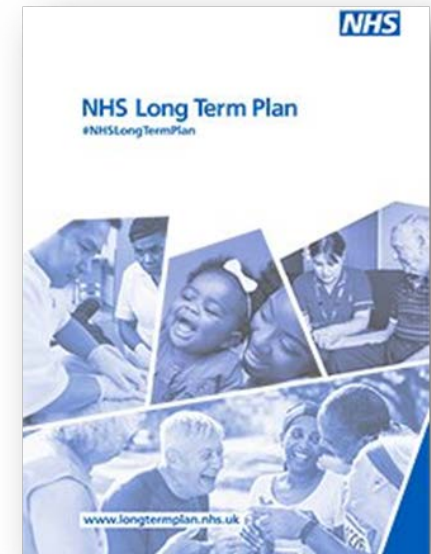
This Long Term Plan sets out new, funded, action the NHS will take to strengthen its contribution to prevention and health inequalities.

Wider action on prevention will help people stay healthy and also moderate demand on the NHS. The Long Term Plan commits the NHS to a number of specific new NHS prevention actions.

Smoking:

2.9. By 2023/24, all people admitted to hospital who smoke will be offered NHS-funded tobacco treatment services.

2.10. Second, the model will also be adapted for expectant mothers, **and** their partners, with a new smoke-free pregnancy pathway including focused sessions and treatments.



Reducing the proportion of year 6 children who are obese

Emotional & Behavioural



- Stigma
- Bullying
- Self-esteem

Education

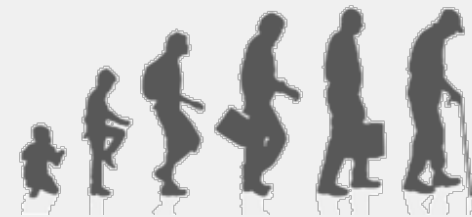


- School absence

Physical health



Long-term



- Risk into adulthood
- Morbidity & mortality



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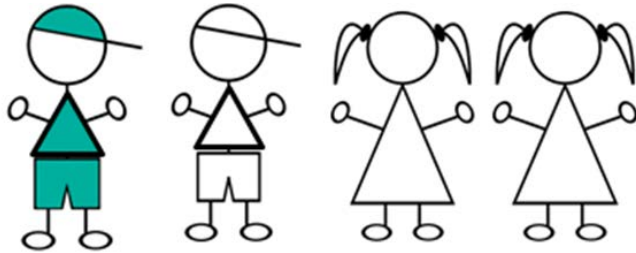
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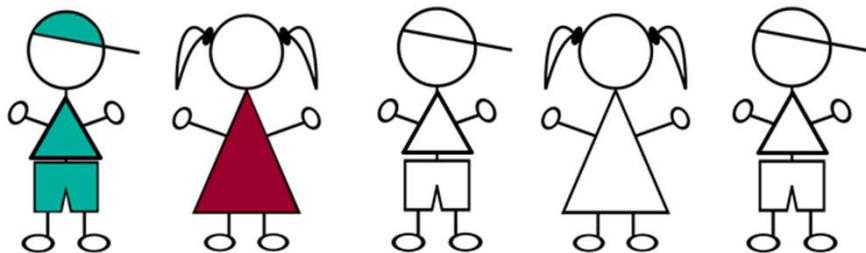
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Reducing the proportion of year 6 children who are obese

More than one in four children in reception are overweight or obese in Nottingham (26.7%).



Two in every five children are overweight or obese by the time they leave school in Nottingham City (40.8%).



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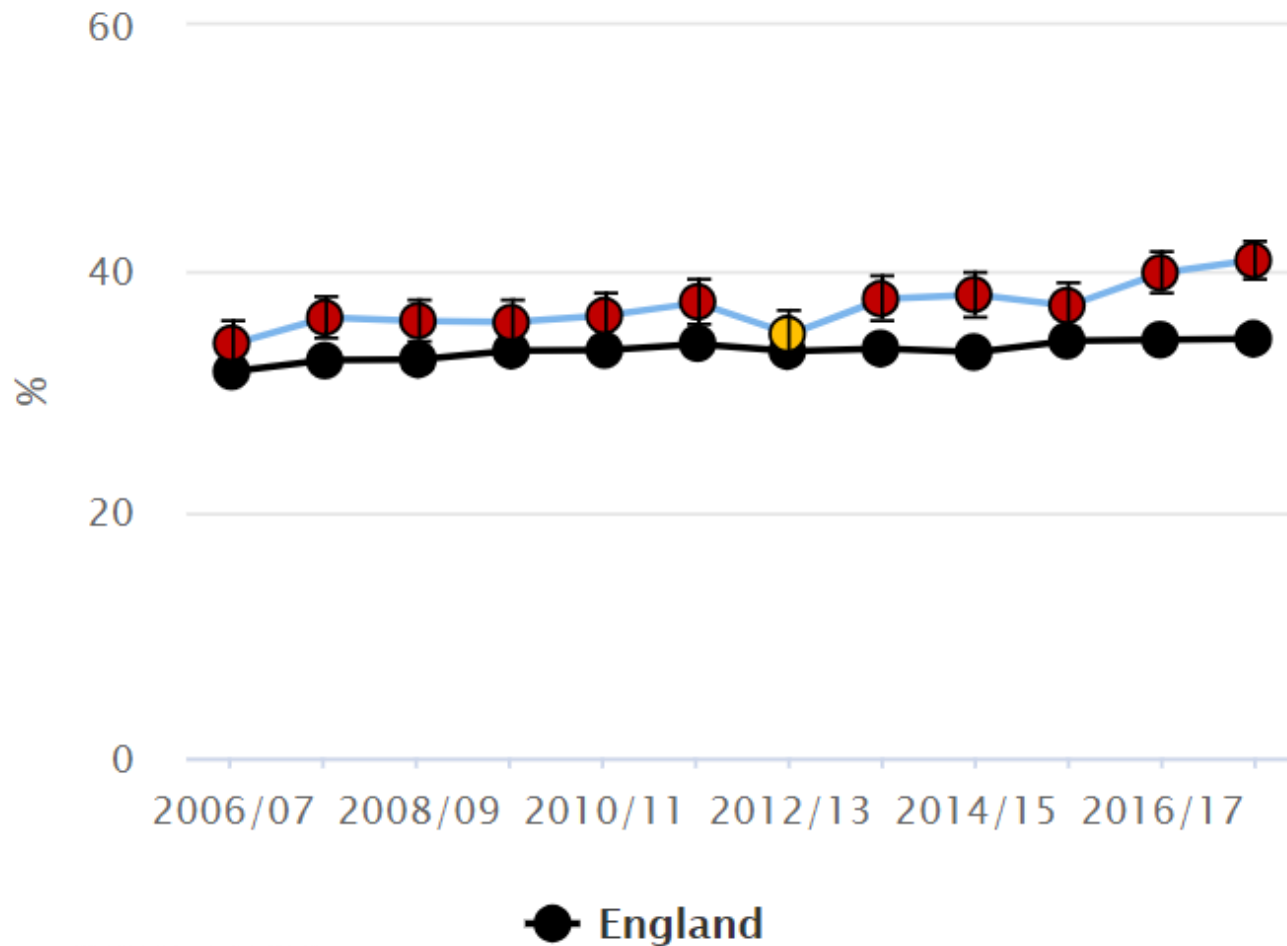
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Reducing the proportion of year 6 children who are obese



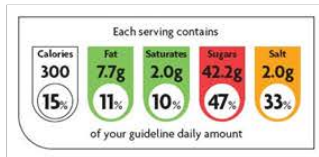
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Reducing the proportion of year 6 children who are obese



LABELLING

- Mandate calorie **labelling on the out of home sector** (including online food delivery)
- Explore what **additional opportunities** leaving the EU presents for food labelling.

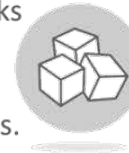


RETAIL

- Consult on **ban price promotions of HFSS food and drink** e.g. buy one get one free, multi-buy offers, unlimited refills etc.
- Consult on **ban the promotion of HFSS food and drink by location** e.g. checkout, end of aisles

SUGAR REDUCTION

- Consider **extending the SDIL** to milk based drinks if they fail to reduce sugar by 2020
- Consider **further use of tax system** if sugar reduction does not achieve the desired progress.
- Consult on introducing a **ban to end the sale of energy drinks to children**



Our national ambition is to halve childhood obesity & significantly reduce the gap in obesity between children from most and least deprived areas, by 2030

LOCAL COMMUNITIES

- **Trailblazer programme** to support LA
- Strengthen **Government Buying Standards** for food and catering services



SCHOOLS

- **Review physical activity offer**
- National ambition for **every primary school to adopt an active mile initiative**
- Update **standards for school foods** and ensure compliance
- Consult on use of **health start vouchers** to support low income families



MARKETING

- Consult on **Introducing a 9pm watershed for advertising HFSS products** in broadcast media with similar action in **online space**



Reducing the proportion of year 6 children who are obese

Local Action

Embedded within 0-19 service

- **Healthy Child Programme**

Brief advice from Health Visitors, Family Nurse Practitioners, GPs, Practice Nurses.

- **Healthy Weight Support Programme**

Targeted weight management provided by Public Health Nursing to up to 80 children/families per year.

- **Targeted interventions**

Breastfeeding peer support, Healthy Start Vouchers, Healthy weaning programme, Cook & Eat sessions.

Future work



Healthy weight pathway review

Three working groups have been set up to establish new integrated healthy weight pathways in Early years, School Years and in relation to NCMP.

Whole Systems

Network mapping:

- An exercise is underway to better understand who works with Nottingham City's young people on eating and moving for good health.

Whole system workshop (Date TBC):

- Aim is to map the local causes and identify their position amongst our collective action.
- A virtual network will be created and second workshop arranged to collectively establish the key priority points within our local system map.



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Questions and comments

Emotional health and wellbeing



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Youth Mental Health First Aid (MHFA) Training

Training in Schools by the Emotional Health and Wellbeing Consultants:

- 38 members of school staff have been in the 2-day Youth MHFA.
- 13 school staff have been trained on the 1-day Youth MHFA Champions course.
- 37 schools now have at least 1 member of staff trained in one of the course.

Training to Wider Children's Workforce:

- Trained 250 members of the children's workforce on the 2-day and 83 on the 1-day Youth MHFA.
- Provides skills to recognise young people showing early signs of emotional distress to support them appropriately.
- Helps to build on the 'time for change agenda' highlighting the need for improved public awareness, understanding and aiding people to think differently about mental health issues for young people.



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Emotional Health and Resilience Charter

- The Charter was set up by a partnership of local services who work with schools on mental health and emotional wellbeing.
- Schools are invited to sign up to the charter to demonstrate their commitment to promoting the mental health of their pupils and staff.
- The charter is based on a whole school approach to promoting positive mental health.
- Schools audit their current provision and set actions for development.
- Schools are supported by local services within the partnership as they implement their actions.
- Schools will be encouraged to share the impact of their development work through the dissemination of case studies.



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Prevention Is Key: SHARP's Early Intervention

SHARP offer self-harm clinics in **20 City Secondary Schools including alternative education** across Nottingham City every month this also includes:

- Workshops for CYP – Exam Stress-LESS, Key Stage.
- Assemblies – Understanding self-harm.
- Offering risk management and appropriate resources and further recommendations to the schools (includes consultation, safety planning, distress tolerance, harm minimisation).



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Prevention is Key: SHARP's Early Intervention

- **FREE training available to all City schools** - Over 5300 front-line professionals have attended training;
 - If Toys Could Talk (understanding harmful behaviour in primary children);
 - Self-harm and Suicide Awareness;
 - Understanding Transgender Children;
 - A to Z of Your Head (Mental Health training).
- **Professional Consultations** – management of self-harm/suicidal behaviours.
- **Trans4Me** – Weekly group for YP who identify as transgender/non-binary.
- SHARP have developed various resources for **Professionals and CYP** – Safety planning (Safe From Harm, Personal Safety Plan, Me:Source booklet, Crisis Card, Relapse Prevention).



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A powerful model for engaging young people in conversations about mental health and emotional wellbeing

So far

- 30 local young people were trained as citizen researchers across Nottinghamshire.
- Set priorities for improving young people's mental health.
- Delivered a number of engagement events and engaged over 500 of their peers.

Future

- Contract extended to 2020.
- Additional recruitment of new cohort of citizen researchers.
- More roadshows to reach up to 1000 young people/community members.
- Produce a short film to challenge stigma and raise awareness of support.
- Design a leaflet promoting sources of support.

Below is a link to a short video:

<https://www.youtube.com/watch?v=2E14pVGH4NM>

Questions and comments