



Better Health and Wellbeing for All

# Delivering our strategy for Children and Young People

**David Purdue, Executive Chief Nurse, Executive Lead for  
Children and Young People**



# Better health and wellbeing for all...

## The context

- One of the four key goals in our 10-year integrated care strategy for the region – better health and wellbeing for all
- Key focus in our Joint Forward Plan – sets out the NHS delivery aspects of our strategy

Our integrated care strategy for the North East and North Cumbria

## Our four key goals...



### Longer & healthier lives

Reducing the gap between how long people live in the North East and North Cumbria compared to the rest of England



### Fairer outcomes for all

As not everyone has the same opportunities to be healthy because of where they live, their income, education and employment



### Better health & care services

Not just high-quality services but the same quality no matter where you live and who you are



### Giving children and young people the best start in life

Enabling them to thrive, have great futures and improve lives for generations to come

## Our supporting goals...



Reduce the gap in life expectancy for people in the most excluded groups



Halve the difference in the suicide rate in our region compared to England



Reduce smoking rates from 13% of adults in 2020 to 5% or below by 2030



Increase the number of children, young people and adults with a healthy weight



Reduce alcohol related admissions to hospital by 20%



Reduce drug related deaths by at least 15% by 2030



Reduce social isolation, especially for older and vulnerable people



Increase the percentage of cancers diagnosed at the early stages

## We will do this by...



Supporting and growing our workforce



Harnessing new technology and making best use of data



Making the best use of our resources



Being England's greenest region by 2030



Listening to and involving our communities

# The best start in life ...



## **Giving children and young people the best start in life**

**Enabling them to  
thrive, have great futures  
and improve lives for  
generations  
to come**

- We'll improve health outcomes for children and young people and work to ensure closer partnership working, particularly with local authorities, in relation to education, safeguarding and social care
- Our key areas of focus are:
  - Mental health and wellbeing
  - Long term conditions
  - Health protection
  - Children and YP who may be vulnerable or have complex support needs
  - Best start in life, pre-school needs, and perinatal

# Populations



Area	0-17	%
County Durham	101979	19.13%
North Cumbria	74671	18.91%
Newcastle upon Tyne	58922	19.20%
Northumberland	58801	18.16%
Sunderland	54965	19.78%
Stockton-on-Tees	44021	22.30%
North Tyneside	42017	20.12%
Gateshead	39201	19.41%
Middlesbrough	33129	23.45%
South Tyneside	30255	20.02%
Redcar and Cleveland	27607	20.12%
Darlington	22633	21.07%
Hartlepool	20108	21.43%



Data Source – <https://www.ons.gov.uk/>



Better Health and Wellbeing for All

# Delivering our strategy for Children and Young People

**Catherine McEvoy – Carr**

**Director of Children, Education and Skills, Newcastle City  
Council**

**North East and Yorkshire's Children and Young People's  
Regional Strategic Forum Member**



# What the data tells us ...

- Children represent **20% of our population**
- Children are **100% of the region's future health outcomes**
- Deprivation in childhood has a **huge impact** on the health and life outcomes as an adult
- Poverty levels in our region have seen the **sharpest increases** nationally
- “School readiness at the end of reception is a key measure of **early years development** across a wide range of developmental areas” (facts of life) and therefore a good marker to evidence the impact of these challenges
- “Promotion of **health equity in childhood** is imperative not just for moral reasons but for the long-term good of society and for economic growth.” (Covid inquiry)





Better Health and Wellbeing for All

# Delivering our strategy for Children and Young People

**Heather Corlett – Programme Lead, North East and North  
Cumbria's Child Health and Wellbeing Network**



# North East and North Cumbria Child Health and Wellbeing Network

Enabling Integration



# The network



**Child Health and  
Wellbeing Network**  
North East and North Cumbria

## Our vision

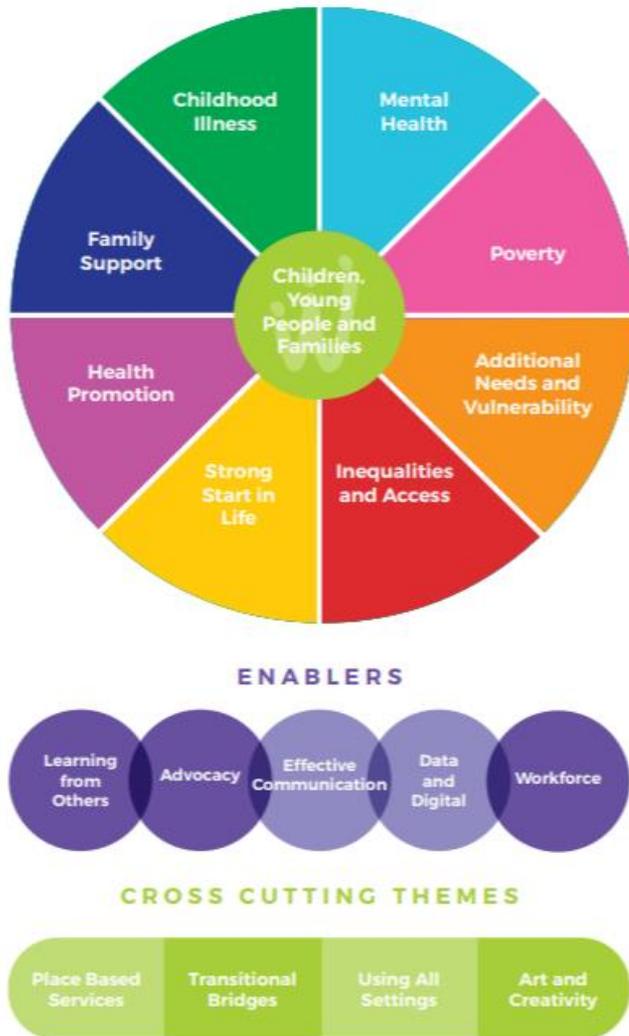
In the North East and North Cumbria we believe all children and young people should be given the opportunity to flourish and reach their potential, and be advantaged by organisations working together

## What do you want us to do?

Share good practice, drive work forward and connect us into experts and groups

Tweet - [@EveryChildNENC](https://twitter.com/EveryChildNENC)

# Network priorities



## Top **10** priorities

- 1 Voice of CYP and families
- 2 Mental health
- 3 Poverty
- 4 Additional needs and vulnerability
- 5 Inequalities and access
- 6 Strong start in life
- 7 Health promotion
- 8 Family support
- 9 Childhood illness
- 10 Data, digital and communication

# Voice of Children, Young People and Families

Priority 1

The President of the Royal College of Paediatrics and Child Health (RCPCH) told me that children's health is "a 'Cinderella' subject within medicine" and that "The NHS is designed by older people for older people." The Royal College of Nursing told me that "Children are not a priority for NHS trusts. Specialists are enthusiastic about working together around the child, but senior managers are not interested."

*Sir Ian Kennedy 2010*

*Getting it right for children and young people*

*Overcoming cultural barriers in the NHS so as to meet their needs*

# Voice of Children Young People and Families

Priority 1

- **Priority** - Strong Youth Governance
- **Breadth** - Network of Networks
- **Seen and Heard** - Manifesto, Apprentices, Accreditation, *through the eyes*



**Integration enabler** – Maximise breadth of representation & impact  
**Integration Impact** – c500 responses informed priorities, 3 apprentices, 2 consultations, 50 on network of networks, Influenced focus – ie Self Harm, 2 twitter takeovers



# Mental Health

In the UK there is growing concern over the rising prevalence of mental health problems in children and young people

*Collishaw and Sellers, 2020*

85% of young people with mental ill health say the support of their family and friends is helpful when dealing with their mental health

*Mandalia D, et al.,2017*



# Mental Health

Priority 2

- **Education and signposting**  
Youth Mental Health First Aid (YMHFA) Training
- **Partnering mental health**
  - Clinical Network
  - Always the right door event

**Integration enabler** – Partnerships to secure new funds, Community Model, across system representation and sharing

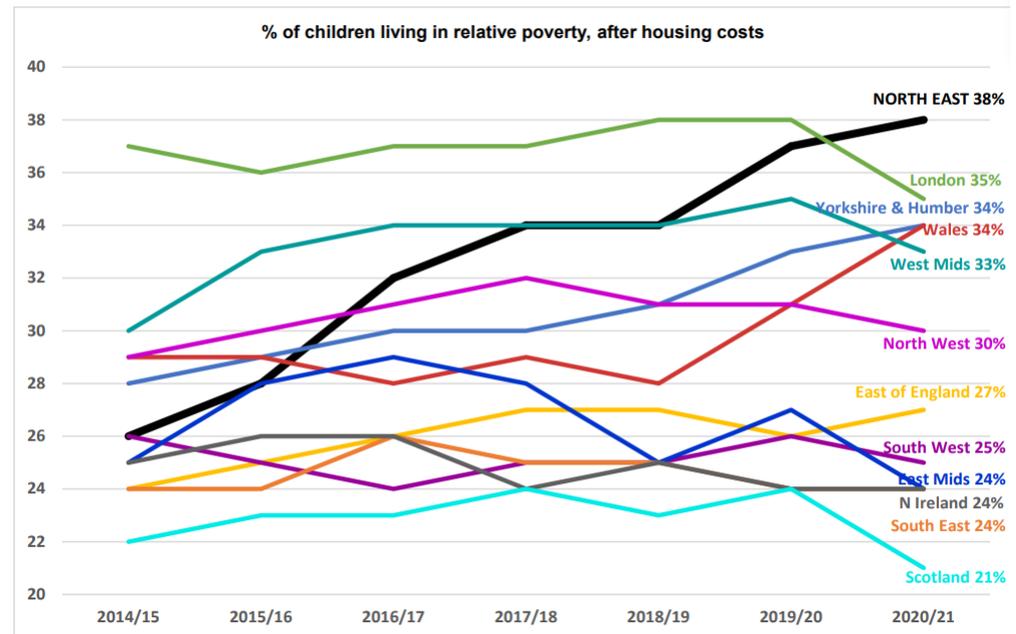
**Integration Impact** – 11 new YMHFA instructors, 600 YMHFA trained, c.50 Young People awareness sessions

# Poverty

Priority 3

In 2021/22, almost 190,000 (35%) babies, children and young people across the North East were living below the poverty line – this is an increase of around 51,000 since 2014/15.

Child poverty across the UK's nations and regions 2014/15 to 2020/21



# Poverty

Priority 3

## Children and Young People's North East and North Cumbria Diabetes Network

Tested poverty proofing concept – *210 Diabetes practitioners trained*

Diabetes Access to technology - *199 Families supported to facilitate diabetes technology*

**Integration enabler** – Test bed for new concept facilitated through new partnerships. Promoting onward iterations

**Integration Impact** – changes in practice reducing barriers to access services and clinically necessary technology



# Additional needs and vulnerability

Multiple complexities exist within the neurodiversity pathway with relation to statutory responsibilities, diagnosis and available support.

There are a wide range of agencies and teams from across the education, health and social care system involved at all stages and it is a challenge for parents and carers to navigate.

Substantial variation in service provision exists at place due to the differing commissioning arrangements.

# Additional needs and vulnerability

Priority 4

## Needs led family support for Neurodiversity Pathway

- Ensuring continuity of established work
- Enabling further development and co-production
- Alignment with development of diagnostic pathway
- Clear focus driven by the ICB

**Integration enabler** – Network of networks, known priority, CHWN engagement and reach

**Integration Impact** – Maintained the work - enabled continuity

## Inequalities and access

Young people with asthma are more likely to have special educational needs for mental health reasons, perform worse in exams and leave school earlier than those without an asthma diagnosis.

Children and young people in the most deprived deciles have the highest number of non elective admissions to hospital

Children and young people with Type 2 diabetes are more likely to be of minority ethnicity

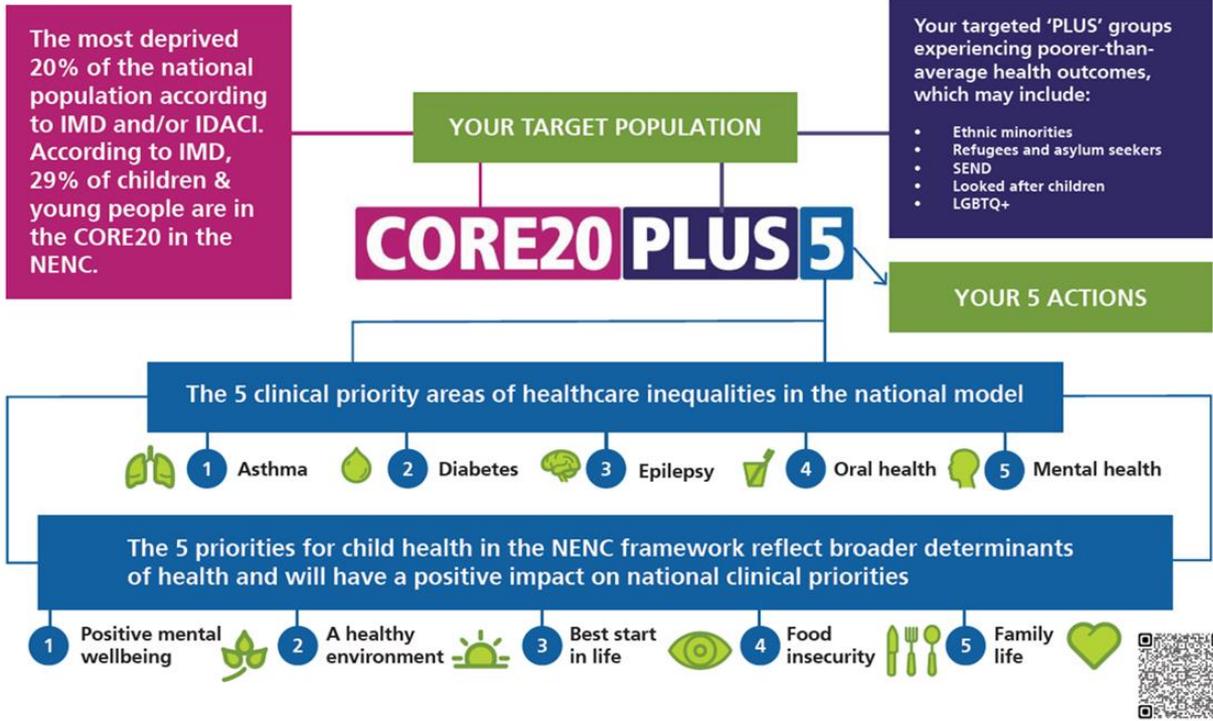
# Inequalities and access

Priority 5



## Children and Young People Core20PLUS5 for NENC

Reducing health inequalities for children and young people in our region



Find out more: [www.nenc-healthiertogether.nhs.uk/professionals/education-and-training/core20plus5-children-and-young-people-nenc](http://www.nenc-healthiertogether.nhs.uk/professionals/education-and-training/core20plus5-children-and-young-people-nenc)

**Integration enabler** – Breadth of perspectives, NENC system context to national framework

**Integration Impact** – Framework developed and accessed over 600 times



# Strong start in life

Priority 6

## Foreword to Ipsos MORI report for the Royal Foundation

*“Science tells us that a child’s experiences from conception through their first five years will go on to shape their next 50. It tells us that the kind of children we raise today, will reflect the kind of world we will live in tomorrow. It tells us that investing in the start of life is not an indulgence, but economically, socially and psychologically vital to a prosperous society.”*

**– Jason Knauf, CEO of the Royal Foundation, December 2020<sup>14</sup>**

# Strong start in life

Priority 6

- The Children's Foundation Baby Box
- Down's Syndrome North East Baby Box
- Theatre Hullabaloo's Lets Play Baby Play Pack

love & laugh   play   read   sing & talk   count



**Baby Box** The Children's  
FOUNDATION  
Making Serious Stuff Fun

**Integration enabler** – Huddle model enabled onward spread, connecting different parts of the system

**Integration Impact** – Increase of 500 more boxes, raising awareness of Creative Health

# Health Promotion

Priority 7

Breadth of the system, organisations, professionals and languages

Importance of the family, breadth of information need and delivery



# Building our alliance

Priority 7

## The Alliance will facilitate connections into existing networks and structures

- Navigate the complex system
- Strengthen partnerships
- Enable relevant escalation and support
- Support a vision for young people to thrive

**Integration enabler** – Ensure broad system membership

**Integration Impact** – Round table discussion, working principles agreed, system event planned.

## Family support

The family unit is integral to the child's development and wellbeing but sometimes hidden from our view and our plans yet paramount to their success



# Family support

Priority 8

- **South Tees ARts Initiative – STAR**
  - Wellbeing through dance
  - Interwoven family support
  - Reached 2300 young people by June 24

**Integration enabler** – New partnerships  
AND funding

**Integration Impact** – 3 iterations, wellbeing  
of 1,100 CYP & Family, Education impact,  
Teacher CPD

STAR has been shortlisted in the 2023 North  
East Culture Awards for Best Arts & Education  
Partnership and was a 2022 HSJ Partnership  
Award finalist for the Most Impactful Project  
Addressing Health Inequalities

## Cross Cutting Themes:

1. Place Based Services
2. Transitional Bridges
3. Using All Settings
4. Arts and Creativity

## Enablers:

1. Learning From Others
2. Advocacy
3. *Effective Communication*
4. *Data & Digital*
5. Workforce

# Childhood illness

Priority 9

Asthma is most common condition in children and young people affecting 1 in 10 or 11 Children and Young People in the UK. Most emergency admissions are preventable, with high-quality management (including the use of asthma plans) and early intervention to address deterioration in control

*Nuffield Trust (2017)*

The North East and North Cumbria has significantly higher rates of Asthma admissions for young people aged 10-18 in relation to England's average

*Facts of Life – growing up in the North East and North Cumbria (2021)*



# Childhood illness

Priority 9

- **Children and Young People's Transformation Programme**
  - Asthma Leadership
  - Clinical Education and resources
- **Integration Centre**
  - Asthma advisors in schools
  - Beat Asthma Friendly Schools (BAFS) Accreditation
  - Schools and Housing resources
  - #AskAboutAsthma2022 Podcast

**Integration enabler** – Broad system involvement inc schools & pharmacy  
**Integration Impact** – Improved workforce confidence & competence, reduced hospital attendances and hospital admission

# Data Digital and Communication

Priority 10

Children and young people account for 25% of emergency department attendances and are the most likely age group to attend A&E unnecessarily. Children and young people from the most deprived areas are consistently more likely both to go to A&E and to need emergency hospital treatment than children from the least deprived areas.

Many of these attendances could be managed effectively in primary care or community settings.

*Facts of Life – growing up in the North East and North Cumbria (2021)*

•“Since I was told about the Healthier Together App at the Sleep Presentation it has eased a lot of worrying about my child if they become ill, the App has saved me rushing to A&E and panicking”.

# Data Digital and Communication

- **Healthier Together Platform**
  - Website
    - Professions
    - Young persons sprint
  - Mobile Application
- **Community Model with VCSE**

**Integration enabler** – Ensure broad system membership

**Integration Impact** – 5,500 children supported, 150 Champions from 18 community based Organisations, Accessed in outbreaks -.

# Children and Young People

Risks	Mitigation
Competing priorities in system overshadow CYP agenda	Prioritise Children with a family lens Developing Alliance
Unheard voice especially in our under served communities	Progress engagement plans Integrated working with expertise
Integration burn out & Oscillation of priority/funding	Support Improvement long term and appropriate funding allocation
Breadth of system risks silos	Developing Alliance
COVID impact including Restoration and Recovery	Provide stability for ongoing improvements

# Summary

- Our activity is aligned to the Better Health and Well Being for all strategy
- Our focus is on utilising the skills of the network to ensure our system delivers what is required
- We will continue to advocate for the voice of children and young people to be at the heart of everything we do

Our integrated care strategy for the North East and North Cumbria

## Our four key goals...



**Longer & healthier lives**

Reducing the gap between how long people live in the North East and North Cumbria compared to the rest of England



**Fairer outcomes for all**

As not everyone has the same opportunities to be healthy because of where they live, their income, education and employment



**Better health & care services**

Not just high-quality services but the same quality no matter where you live and who you are



**Giving children and young people the best start in life**

Enabling them to thrive, have great futures and improve lives for generations to come

## Our supporting goals...



Reduce the gap in life expectancy for people in the most excluded groups



Halve the difference in the suicide rate in our region compared to England



Reduce smoking rates from 13% of adults in 2020 to 5% or below by 2030



Increase the number of children, young people and adults with a healthy weight



Reduce alcohol related admissions to hospital by 20%



Reduce drug related deaths by at least 15% by 2030



Reduce social isolation, especially for older and vulnerable people



Increase the percentage of cancers diagnosed at the early stages

## We will do this by...



Supporting and growing our workforce



Harnessing new technology and making best use of data



Making the best use of our resources



Being England's greenest region by 2030



Listening to and involving our communities

# Thank you!

“Children Matter! Celebrate them and their contributions to society; where there are injustices shout from the roof top to expose them; where there is poor practice kick the doors down to get change; stand up together and be counted; be effective advocates for their best interests.

If you don't who will?”

Sir Al Aynsley-Green, Betrayal of British Childhood p234

