

REPORT TO:	HEALTH AND WELLBEING BOARD (CROYDON) 24 October 2018
AGENDA ITEM:	8
SUBJECT:	Health and Wellbeing Board Children's Priorities
BOARD SPONSOR:	Cllr Louisa Woodley, Chair of the Health and Wellbeing Board Rachel Flowers, Director of Public Health

BOARD PRIORITY/POLICY CONTEXT:

- Giving children and young people a better start in life is one of eight priority areas in Croydon's draft Health and Wellbeing strategy 2018 – 2023. This report provides further information about this area and how it will be addressed.

FINANCIAL IMPACT:

There are no direct financial implications arising from this report.

There could be financial implications associated with individual commissioned activity in the future as a result of the work undertaken on the priorities detailed in this report and these will require the relevant approvals as they arise.

1. RECOMMENDATIONS

- 1.1 The Board is asked to approve the draft Health and Wellbeing Board children's priorities
- 1.2 The Board is invited to agree the proposals for taking forward the priorities.

2. EXECUTIVE SUMMARY

- 2.1 This report describes how and why the Board's draft children's priorities were identified and proposes a process for taking them forward.

3. BACKGROUND AND CONTEXT

- 3.1 In 2017, following Croydon's Youth Congress, Croydon's Local Strategic Partnership (LSP) identified children and young people (CYP) as their key priority over the next two years and agreed to develop a Youth Plan in conjunction with the following strategic boards:
 - The Health and Wellbeing Board (HWBB)
 - The Safer Croydon Partnership
 - The Children and Families Board
 - The Future Place Board

- 3.2 In 2017, the Board committed to this key LSP priority and agreed to incorporate a focus on CYP into both the Board's work and Croydon's health and wellbeing strategy. At the June 2018 meeting, the Board agreed to identify three CYP priorities and the board's executive group subsequently identified the following:
- 3.3 **A better start in life ensuring that children and young people are provided with the best physical and emotional environment for growing up in.** With emphasis on:
- **First 1,000 days** – to focus on the first 1,000 days from conception to 2 years, including improving childhood immunisations
 - **Mental wellbeing** – To improve services for children and young people across the whole pathway from promoting resilience and prevention through to crisis support, including a strong focus on vulnerable adolescents.
 - **Healthy Weight** – To create an environment that enables children and families to reach and maintain a healthy weight
- 3.4 These priorities were signed off in draft by the LSP in September 2018 and the LSP requested that the HWBB develop action plans, including two or three high level activities, outcomes and measures of success, that could be discussed at the LSP meeting in December 2018.
- 3.5 The LSP Youth Plan will incorporate not only HWBB priorities, but also the following draft priorities from the Future Place Board and the Safer Croydon Partnership:
- 3.5.1 Future Place Board draft priorities
- **Youth apprenticeships** - 100 Apprentices in 100 Days campaign.
 - **Pathways to construction jobs** Site visits, careers, training and work experience package.
- 3.5.2 Safer Croydon Partnership draft priorities
- **Delivering the action plan as set out in the 2017-2021 Community Safety Strategy.**
 - **Delivering the Multi-agency Serious Youth Violence Plan** which sets out a balanced problem solving approach to tackle this complex issue with a focus on prevention, intervention and enforcement actions.
 - **To work closely with all of Croydon's Strategic Partnerships but with a focus on the Children's Safeguarding Board** to ensure that shared priorities around youth safety are delivered at a local level with a focus on key issues such as County Lines drug dealing and disrupting and reducing the number of vulnerable young people involved in "County Lines" drug dealing.

4. WHY THE HEALTH AND WELLBEING BOARD PRIORITIES WERE CHOSEN

This section sets out the reason why the priorities were chosen. It describes the scale of the problem, the impact on children, young people and their families, and outlines the evidence of what works in addressing them. They are complex

issues that require the borough to work together collaboratively at a strategic level to bring around system wide change. All three contribute to Croydon's health inequalities whereby people born in some areas and communities have much shorter healthy life expectancies than others.

Priority 1: First 1000 days - *to focus on the first 1,000 days from conception to 2 years, including improving childhood immunisations*

- 4.1 There is growing evidence that early life experiences lay down the foundations of life long health and wellbeing in part through shaping the development of the brain. The quality of experiences from conception to 2 years is critical in establishing a strong or a weak foundation for everything that follows. The first 1000 days are a window which we can use to affect the lives of both current and future generations; breaking the cycle of inequalities.
- 4.2 Some experiences during the first 1000 days such as neglect or abuse may become what is known as an Adverse Childhood Experience (ACE) which have long lasting impacts. ACEs can range from experiences that directly harm a child (such as suffering physical, or sexual abuse, or emotional neglect) to environmental factors effecting the way in which a child grows up (including parental separation, witnessing domestic violence, parental mental illness, alcohol abuse, drug use or incarceration). Consequences for the child include increased risk of self-harming, anti-social behaviours, mental illness, and earlier development of chronic diseases in adulthood.
- 4.3 Many factors affect those first 1000 days. A warm responsive relationship between baby and parent or carer can help children to thrive despite adversity. Stopping smoking, drinking and drug use are crucial, as is a healthy weight and good nutrition. The wider environment including housing, family income and employment status, education levels of parents, neighbourhoods, communities, parental age and ethnicity impact on the first 1000 days.
- 4.4 Immunisations are a proven and cost effective way of eliminating damaging and life threatening infectious diseases. Immunisations are one of the two public health interventions that have had the greatest impact on the world's health. Immunisation rates across the borough vary which means that some babies and children are more vulnerable to infection and ill health.

Priority 2: Mental wellbeing – *To improve services for children and young people across the whole pathway from promoting resilience and prevention through to crisis support, including a strong focus on vulnerable adolescents*

- 4.5 Good mental and emotional wellbeing enables every individual to realise his or her own potential, cope with the normal stresses of life, work productively and fruitfully, and make a contribution to her or his community. Young people in Croydon identified having good mental health and wellbeing as one of their top three concerns at Croydon's Youth Congress in 2017. The other top concerns were jobs, money and being successful, and crime and safety, both of these are linked to having high levels of wellbeing.

- 4.6 Prevention and early help in childhood and young adulthood are key to future mental wellbeing. Half of all life-long mental health disorders start before the age of 14, and three quarters before the age of 18. Mental health conditions are common, with an estimated 1 in 10 of Croydon's CYP having a diagnosable condition, including anxiety, depression, conduct disorder, attention deficit hyperactivity disorder (ADHD), autism spectrum disorder (ASD), eating disorders and other less common conditions. Additionally, 1 in 10 CYP will self-harm at some point with some groups at particularly high risk.
- 4.7 Mental health conditions both lead to and are caused by disadvantage. Adults with mental health problems are much more likely to live in poor housing, have lower incomes, experience higher levels of unemployment, have poorer physical health and are more likely to be in contact with the criminal justice system (both as victims and perpetrators).
- 4.8 A joined up, multi-agency strategic approach is required to prevent mental health problems and promote resilience in children and young people. A collaborative partnership approach is also needed to deliver early help, provide intensive support and treatment, when needed, and to develop appropriate pathways of care that include community support.

Priority 3: Healthy Weight – *To create an environment that enables children and families to reach and maintain a healthy weight*

- 4.9 Childhood obesity, and excess weight, are significant health issues for individual children, their families and public health. It can have serious implications for the physical and mental health of a child, which can then follow on into adulthood. In Croydon, almost a quarter of 4 to 5 year olds (24%) and over a third of 10 to 11 year olds (38%) are overweight or obese.
- 4.10 Children and young people who are overweight or obese are more likely to be ill and be absent from school. They are more likely to have asthma, sleep problems, lower self-esteem, which may lead to anxiety and depression, pre-diabetes, pain in their joints and muscles. Obese children are much more likely to be obese adults, where even more serious health consequences occur
- 4.11 Residents living in poorer areas are more than twice as likely to be overweight than people living in prosperous areas. Other groups at increased risk are boys, people from BAME communities and children whose parents are overweight or obese.
- 4.12 Tackling obesity requires a system wide response, including, but not limited to, action within families, communities, schools, early years settings, the built environment, our food culture and our health system.

5. DEVELOPMENT OF THE ACTION PLANS

- 5.1 The work programmes associated with each of these three priorities are at different stages of development and different stages of strategic integration across the borough. This report proposes a pragmatic way forward whereby existing boards and groups develop plans, or refresh existing plans, in light of

this paper. The key leads from each of these groups have already been approached and have agreed to this proposal, subject to agreement by the Board. The existing governance is as follows:

- 5.2 **First 1000 days** - The 2018 annual report by the Director of Public Health focuses on the time period from conception to two years of age. The report will be presented to Cabinet on 19th November and will be discussed in detail at the January 2019 HWBB. The report has recommendations and the Director of Public Health also recommends that a multi- agency group develops an action plan around her recommendations. She also recommends that update on progress regularly comes to the Health and Wellbeing Board and a one year update is presented to the LSP, at the very least.
- 5.3 **Mental Health** – The Children and Young Persons’ Emotional Wellbeing and Mental Health Partnership Board oversees the borough’s Children and Young Person’s Mental Health Transformation plan (2015 to 2020). It recently agreed to review its terms of reference to broaden its remit and in particular to oversee a borough wide Vulnerable Adolescent Mental Health deep dive.
- 5.4 **Health Weight** – the Joint Council and CCG Weight Management Steering Group oversees the implementation of the borough’s three year healthy child weight action plan (2017 – 2020). It reports to the Together for Health programme board.
- 5.5 Each of these priorities would benefit from Board discussion and oversight and this report therefore proposes that the December 2018 HWBB workshop is focused on children’s priorities. We propose that the three groups that oversee the priorities are invited to bring their action plans to the workshop for review. This would give the Board an opportunity to input into and shape the work programmes of each priority, provide strategic oversight and facilitate borough wide engagement, dissemination and implementation.
- 5.6 There are many programmes and initiatives which these priorities build on, not least the other components of the Youth Plan. Strategic collaboration and synergy is key to maximising the impact of our efforts. The following is a list of some of the key relevant initiatives, programmes and strategies:
 - **Croydon Partnership Early Help Strategy 2018-2020** which sets out how Croydon’s strategic partners and wider stakeholders will collectively deliver Early Help in partnership with children, young people and their families in order to improve the life chances of our vulnerable and disadvantaged families.
 - **Special Educational Needs and/or Disabilities (SEND) Strategy 2018-2021 SEND Strategy** which sets out to improve outcomes and life chances for all children and young people with Special Educational Needs and/or Disabilities (SEND).
 - **The Children and Young People’s Mental Health transformation plan**, which sets out the system wide approach to improving emotional wellbeing and MH for CYP.
 - **Croydon’s Vulnerable Adolescent Mental Health Deep Dive** that aims to assess the mental health and wellbeing needs of vulnerable

adolescents in Croydon, identifying challenges and finding opportunities for improving outcomes

- **Children, Families and Education Strategic Commissioning intentions October 2018 (draft)** sets out the framework statement of intent and principles that will govern the commissioning of children's service
- **CCG led Children's health transformation plan and steering group.** The 2018/2019 work plan includes targeting reduction in A+E attendances, the implementation of an integrated paediatric centre, CAMHS, healthy weight and contributing to the Early Help strategy
- **Teenage pregnancy prevention action plan** aims to bring together stakeholders from across the CYP landscape to prioritise and co-ordinate action to reduce teenage pregnancy in Croydon.
- **Superzones** Croydon is one of the London pilots exploring what levers we have locally to improve environments within 400m of schools.

We will take the following pieces of work into account also

- **Liveable neighbourhood and healthy schools neighbourhood**
- **Youth violence/knife crime**
- **Croydon Safeguarding Children Board's work on neglect**

6. CONCLUSION AND RECOMMENDATION

This paper proposes that the existing and proposed partnerships and steering groups for each of these priorities develop or refresh actions plans for taking them forward. It further proposes that the three action plans are brought to the HWBB workshop in early December for review. These plans would then be presented to the LSP board in mid December for sign off.

7. CONSULTATION

- 7.1 The views of the young people who ran and attended Croydon's Youth Congress held in 2017 helped to shape these priorities. The action plans addressing the three priorities will be developed and refreshed in partnership with key stakeholders including children and young people.

8. SERVICE INTEGRATION

- 8.1 There are no implications for service integration at this stage, however, it is anticipated that action plans arising out of the three strands will involve stronger strategic partnership working and integration between services.

9. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 9.1 There are no direct financial implications arising from this report.

- 9.2 There could be financial implications associated with individual commissioned activity in the future as a result of the work undertaken on the priorities detailed in this report and these will require the relevant approvals as they arise
- 9.3 Approved by: Lisa Taylor, Director of Finance, Investment and Risk – Croydon Council

10. LEGAL CONSIDERATIONS

- 10.1 There are no legal considerations arising from this report.
- 10.2 Approved by: Sandra Herbert Head of Corporate and Litigation Law for and on behalf of Jacqueline Harris-Baker Director of Law and Governance, Council Solicitor and Monitoring Officer.

11. EQUALITIES IMPACT

- 11.1 This report asks the Board to approve priorities that were chosen in part because they can help to reduce inequalities which disproportionately affect people with protected characteristics. Evidence shows that people with protected characteristics are disproportionately impacted by poor mental and physical health.

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