



Nottinghamshire
Health & Wellbeing Board

**...giving children
the best start**

Nottinghamshire
County Council

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Nottinghamshire
**Best Start
Strategy**

2021-2025



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the best start

Best Start Strategy Update for Mid Notts PBP
June 2022

Investing in the emotional wellbeing of our babies is a wonderful way to invest in the future.

Giving children the best start in life.

Improving the mental and physical health of the next generation.

Reducing risky and antisocial behaviour and the costs they bring.

Building a skilled workforce to support a thriving economy.

Creating a compassionate society.



The **first 1001 days**, from conception to age two, is a period of rapid growth. During this time **babies' growing brains** are **shaped by their experiences**, particularly the **interactions** they have with their parents and other caregivers. What happens during this time lays the **foundations for future development**.



Early relationships between babies and their parents are incredibly important for building healthy brains.

I need a **secure relationship** with at least one sensitive, nurturing caregiver who can respond to my needs.



Supporting my parents and other important people in my life to develop this relationship will give me the best start in life.



Stress factors such as domestic abuse and relationship conflict, mental illness, substance misuse, unresolved trauma and poverty can make it harder for my parents to provide me with the care I need. The more adversities that my family experiences, the harder it can be to meet my needs.



Healthy social and emotional development during the first 1001 days:

- Lays the foundations for lifelong mental and physical health.
- Means I feel safe and secure, ready to play, explore and learn.
- Leaves me ready to enjoy and achieve at school, and progress in the workforce.
- Enables me to understand and manage my emotions and behaviours; which means that I can make a positive contribution to my community.
- Gives me skills to form trusting relationships and to be a nurturing parent myself; sowing the seeds for the next generation.



Tackling adversity + supporting early relationships
healthier brains + better futures

References and further information can be found on <https://1001days.org.uk/resources>



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The first 1001 Days

The **first 1001 days** include pregnancy and the first two years of a child's life. There is clear, compelling evidence that this is a significant and influential phase in development. This is an age of opportunity.

What happens during this period lays the foundation for every child's future health, wellbeing, learning and earnings potential. It sets the groundwork for children's developing emotional wellbeing, resilience and adaptability; the competencies they need to thrive.

During this period we can lay a foundation of health and wellbeing whose benefits last a lifetime – and carry into the next generation.

By working together, we have a better chance of achieving the 10 key ambitions of this strategy:

- 1. Prospective parents are well prepared for parenthood**
- 2. Mothers and babies have positive pregnancy outcomes**
- 3. Babies and parents/carers have good early relationships**
- 4. Parents/carers are engaged and participate in home learning from birth**
- 5. Parents/carers experiencing emotional, mental health and wellbeing challenges are identified early and supported.**
- 6. Children and parents/carers have good health outcomes**
- 7. Children and parents/carers are supported with early language, speech and communication**
- 8. Children are ready for nursery and school and demonstrate a good level of overall development**
- 9. Children have access to high quality early years provision**
- 10. Parents/carers are in secure employment**

Progress (1)

New Antenatal Groups and new parents groups have been established by the Children's Centre Service.

Additional training has been delivered to midwives and health visitors and referral pathways to mental health support strengthened.

The additional resources created through lockdown restrictions have been shared with parents including 'Story Time' and activities to do at home.

Nottinghamshire County Council and Notts Healthcare Trust have been reaccredited for the UNICEF Baby Friendly Gold Award – the only area in the UK with an accredited council and community Health provider.



Progress (2)

Sherwood Forest Hospital Foundation Trust (SFHFT) is an early implementor for NHS England's tobacco treatment model and is increasing engagement in tobacco support and reducing rates of smoking in pregnancy.

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.

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.

A Family Hub is a system-wide model of providing high-quality, whole-family, joined up family support services.

Family Hubs deliver these family support services from pregnancy, through the child's early years and later childhood, and into early adulthood until they reach the age of 19 (or up to 25 for young people with special educational needs and disabilities).



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National Principles for Family Hubs

- **More accessible** – through clearly branded and communicated hub buildings, virtual offers and outreach.
- **Better connected** – family hubs drive progress on joining up professionals, services and providers (state, private, voluntary) – through co-location, data sharing, shared outcomes and governance. Moving from services organised for under-fives, to families with children of all ages, reduces fragmentation (even though an emphasis on early years and the ‘Start for Life’ offer will remain).
- **Relationship-centred** – practice in a family hub builds on family strengths and looks to improve family relationships to address underlying issues.



Is this a focus only on buildings?



- Hubs are not necessarily about creating new buildings but focus on bringing services together and changing the way family help and support is delivered locally.
- In practice, this will be a mix of using children's centres and other spaces, and repurposing other public buildings such as libraries, schools, even high street shops.
- A significant proportion of Family Hub services will be delivered virtually through programmes, websites, online resources, texting services etc.
- Other services will be delivered in the homes of families themselves – outreach will form an integral part of Family Hubs, overcoming the access barriers many families experience in receiving the support they need.

Family Hub Core Offer



Best Start for Life
(preconception to 4 – with greatest focus on the first 1,001 days)
UNIVERSAL, UNIVERSAL PLUS, TARGETED

Support for families with School aged children (5-18 years)
UNIVERSAL PLUS AND TARGETED

Young People's Services (10-19/25 year olds)
UNIVERSAL AND TARGETED

Health and Wellbeing (0-19/25)
UNIVERSAL, UNIVERSAL PLUS, TARGETED

Family Support and parenting programmes (0-19/25)
UNIVERSAL PLUS AND TARGETED

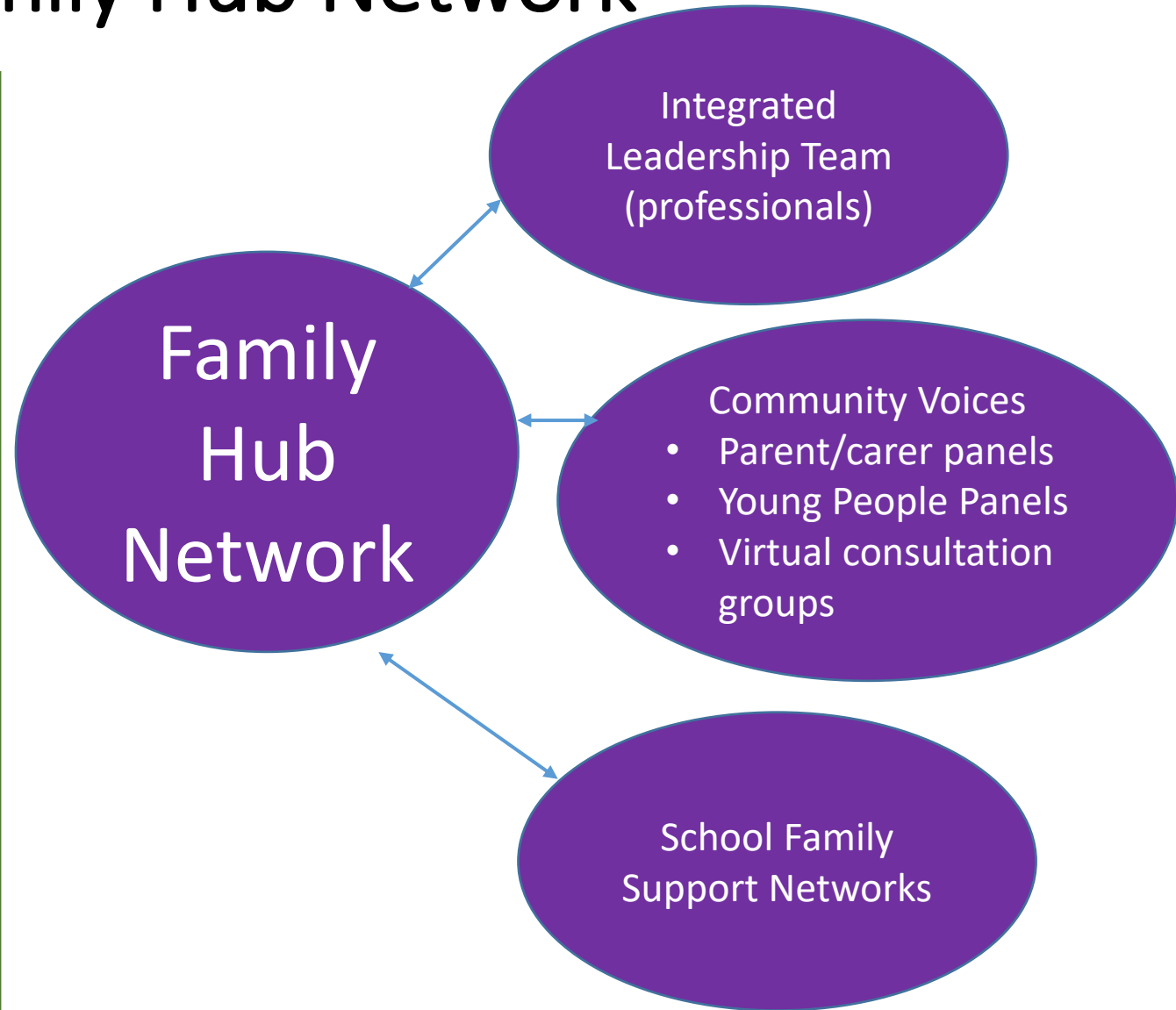
Children and Young People with SEND (0-25 years). Including pre-diagnosis early support.
TARGETED AND SPECIALIST

Money, Training, Skills, Employment and Housing Support
UNIVERSAL, UNIVERSAL PLUS, TARGETED

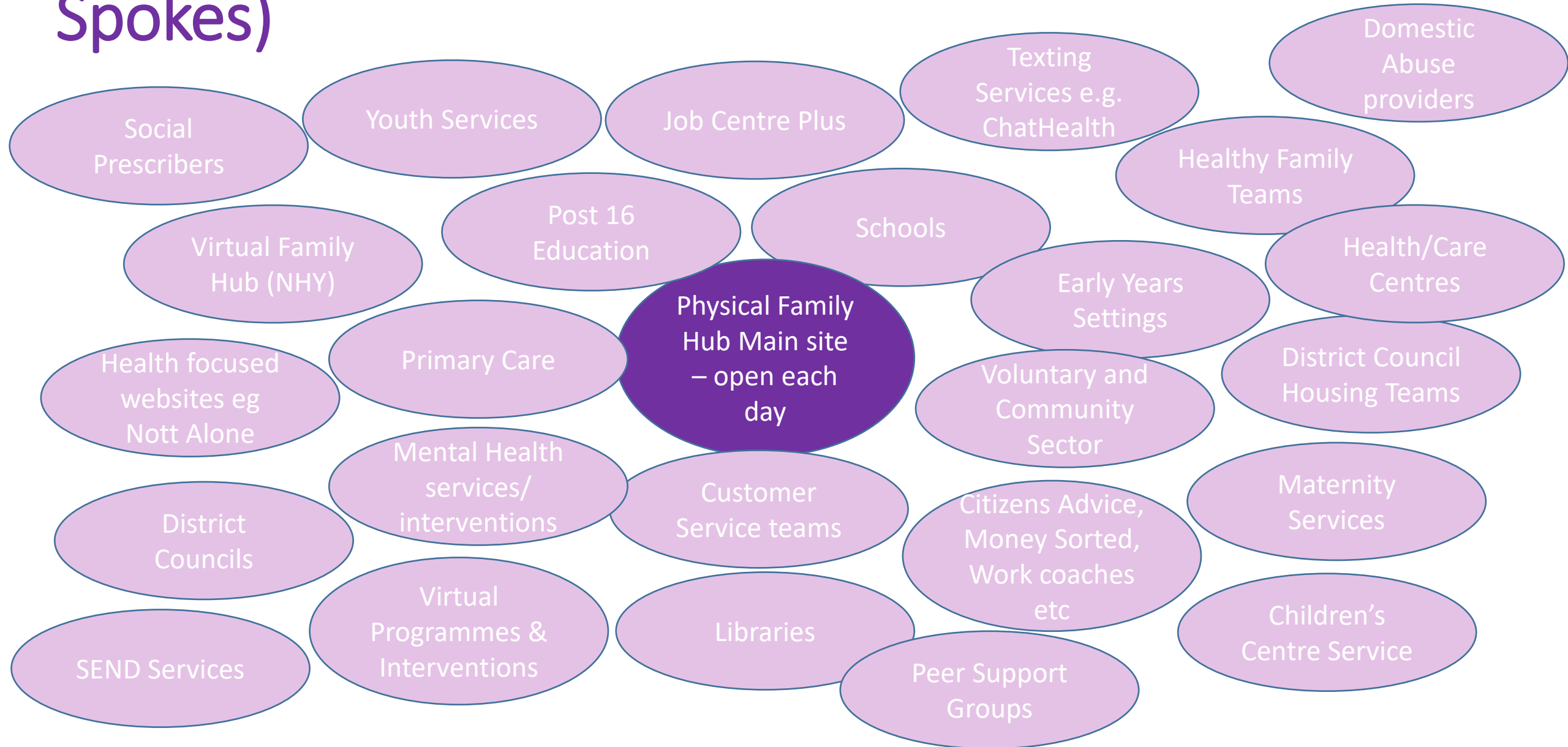
Requirements for each Family Hub Network

Core Offer for each FH:

- Information, Advice and Guidance.
- 1 main physical hub site with a number of spokes eg library (this may differ in rural areas)
- Signposting and referrals to relevant services.
- Universal Antenatal and postnatal health services.
- Universal and targeted support for new parents and for parents with preschool children.
- Targeted Parenting programmes and Family Support for families with CYP aged 0-19/25
- Volunteering opportunities
- Employment and money management
- Youth Services and activities
- SEND services
- Public Health interventions e.g. breastfeeding, safer sleeping, healthy lifestyles, relationships and sex education, C-Card, smoking cessation etc.
- Each FH Network will include additional services and interventions based on local need and the services available within that locality.



Example of a Family Hub Network (Hub and Spokes)



Family Hub Network Design Sites

further roll out 2023-25

Retford, Bassetlaw (confirmed)

Sutton in Ashfield (pending consultation)

Hawtonville, Newark (pending consultation)

Areas for Development & Discussion

- We need improved engagement of partners external to NCC to champion ambitions, and a Vice Chair from an external partner.
- PBP to identify a Best Start Champion
- Increased engagement of LMNS
- Support a Best Start themed Recruitment Campaign to recruit to posts within antenatal and postnatal care, health visiting, early years practitioners.
- We need PBPs to help us deliver elements of the strategy within a place based approach e.g. Family Hub Networks, local networks and pathways, links with PCNs and social prescribers
- Wider engagement in communication campaigns #BestStartNotts
- Can the PBP sign up and engage in the development and delivery of Family Hub Design Sites?
- PBP Partners to confirm their contributions to the strategy at a place based level.