**A Proposed Service for 0-19 Public Health Services ensuring that**

**Adults, Families, Children and Young People in Lancashire make the best start to support sustained behaviour change**

**Consultation Brief**

The purpose of this briefing paper is to outline the commissioning intentions of Lancashire County Council for an integrated 0-19 Public Health Services across the County.

A consultation is being undertaken with current providers, potential providers and key stakeholders to understand views and opinions about the proposed new service delivery in order to finalise the redesign for a 0-19 Public Health Nursing Service for Lancashire.

**Background**

The importance of giving every child the best start in life and reducing health inequalities has been set out in a number of Government reports. The foundations for virtually every aspect of human development – physical, intellectual and emotional – are set in place during pregnancy and in early childhood. What happens during these early years has lifelong effects on many aspects of health and wellbeing, educational achievement and economic status. Hence, universal and specialist public health services for children and families are important in promoting the health and wellbeing of all children and reducing health inequalities. Ensuring every child has the best start in life is one of Public Health England's (PHE) seven key priorities. Getting a good start in life and throughout childhood, building resilience and getting maximum benefit from education are important markers for good health and wellbeing throughout life.

**Healthy Child Programme**

Public Health England's Healthy Child Programme (HCP) is the evidence based UK framework, which aims to improve and promote health for all children and young people and prevent health inequalities. It is a universal programme, led by health visiting and school nursing services, which aims to ensure that every child gets the good start they need to lay the foundations of a healthy life. High quality, cost effective, and integrated universal and targeted services will break the cycle of reliance on high cost reactive services and reduce the poor health outcomes and inequalities we see in this County. There is now firm evidence about what services are important to achieve this. This is brought together in the national Healthy Child Programme 0-19 (25). The Programme aims to:

* Help parents develop and sustain a strong bond with children
* Encourage care that keeps children healthy and safe
* Protect children from serious disease, through screening and immunisation
* Reduce childhood obesity by promoting healthy eating and physical activity
* Identify health issues early, so support can be provided in a timely manner
* Make sure children are prepared for and supported in all child care, early years and education settings and especially are supported to be ‘ready to learn at two and ready for school by five’

The HCP is a universal offer for all children and Young People. Universal and targeted public health services provided by health visiting and school nursing teams are crucial to improving the health and wellbeing of all children and young people. However, health inequalities remain a significant problem to be tackled. The universal reach of the Healthy Child Programme provides an invaluable opportunity to identify families that are in need of additional support and children who are at risk of poor outcomes. The principle of “proportionate universalism” says that we have to put support everywhere, but with more of it where it is most needed. The provider would be expected to utilise a range of local data sources, their own understanding of local health and community needs, and apply holistic individual assessment, to inform collaborative prioritisation of resources along the progressive universal offer. It is expected the provider will ensure and oversee that all provision within the life of this contract is underpinned by Marmot principles (The Marmot Review 2010).

**Current Service Provision**

There is currently an inconsistent approach to services with inequitable provision across the County, due to historical commissioning arrangements. Commissions include health visiting, school nursing, infant feeding support services, vision screening and oral health improvement initiatives but they are delivered in different ways and in different areas geographically across Lancashire.

The models implemented by providers vary, as do the contract values, activity and achieved outcomes, coverage and value for money. The re-commissioning process will redress the inequity in current service provision.

**Service Re-design**

The aim is to commission an equitable and integrated provision of services across the 0-19 spectrum from a public health perspective. This is to ensure responsibility for the local authority elements of 0-19 public health are clear and can link with the wider 0-19 pathways across other areas of health and social care in an effective way.

**Proposed Service Description**

**Lot 1 – 0-19 Public Health Nursing Services (School Nursing and Health Visiting)**

The health visiting and school nursing services lead the delivery of the Healthy Child Programme – which is a schedule of screening, health development reviews and health promotion, that ensures need is identified early, early support can be provided and health outcomes for all children and young people is improved.

The aims of service delivery, including provision of the Healthy Child programme in Lancashire is will:

1. Improve the health and wellbeing of all children and families in Lancashire,
2. Promote the best start, Start Well principle for children and young people to ensures that strong healthy foundations are laid,
3. Ensure the health of all children, young people and families in Lancashire is promoted by ensuring the HCP is universally offered and accessible to all and universal proportionate care or support contributes to the reduction of the health inequalities within Lancashire,
4. ensure that all children and young people receive the full service offer (Healthy Child Programme 0-19),
5. Work in partnership with local communities, families and professional stakeholders.

The core public health offer will include:

1. Public health nursing delivery of the 4-5-6 service model's from the antenatal period up to 19 years for children, young people and families (up to 25 years with Special Education Needs and Disabilities).
2. Provide support for all children, young people and families at the four service levels (community, universal, universal plus and universal partnership plus).
3. Ensure service delivery identifies need early and provides early supportive interventions; provides the developmental health reviews, provides with focus upon high impact areas of health improvement.
4. Health improvement will have a focus on prevention and be embedded in service delivery.
5. The offer will include provision of nationally mandated elements – including the 5 health reviews offered by the health visiting service, the National Child Measurement Programme (NCMP) and requirements associated to delivery of looked after children reviews and supporting safeguarding requirements.
6. Safeguarding contributions and supporting vulnerable children, prevention and care will be provided at all levels of the service delivery

The service offer will also include (offered as separate lots):

**Lot 2 – Vision Screening Service**

Vision screening is an integral part of the universal delivery of the national Healthy Child Programme (HCP) 0-19 years, and meets the criteria laid down by the National Screening Committee, which recommends that all children should be screened for visual impairment between four and five years of age.

The purpose of a vision screening programme is to:

1. Screen **all** children for visual impairment, between the ages of four or five, in line with recommended best practice.
2. To achieve maximum coverage of screens of children in this age group, a school based screening programme is recommended, for the purposes of early identification and intervention where visual impairment exists. This will enable optimum access and take up of screens for school reception age children.
3. Diagnose and appropriately manage cases, ensuring a fast track referral for those requiring treatment into community optometry or secondary care as appropriate.

**Lot 3 –Infant Feeding Support Service**

The Service will provide multi-faceted approaches in order to improve breastfeeding initiation and prevalence rates in Lancashire, therefore supporting a reduction in health inequalities. The service will contribute to promoting a social and cultural shift where breastfeeding is recognised as the conventional way to feed an infant.

Breastfeeding is very well recognised as an effective public health intervention. Breastfeeding is advantageous to both mother and child. Breastfed babies are known to have reduced risk of illness, including respiratory conditions, gastroenteritis and sudden infant death syndrome, and links are established to later increased risk of diabetes and obesity (NICE, UNICEF, PHE). UNICEF (2013) have linked higher rates of hospital admissions, for children under 1 year with respiratory or gastroenteritis conditions, to lower rates of breastfeeding in those areas. Breastfeeding is also linked to mother and child bonding and cognitive development.

The service will:

1. Make certain we have a trained and skilled workforce to provide infant feeding support for the benefit of Lancashire mothers. It will ensure the health visiting service, LCC Wellbeing, Prevention and Early Help service and Lancashire Peer Support schemes achieve and maintain the standards of UNICEF Community Baby Friendly Initiative.
2. Promote social and cultural acceptance of breastfeeding and infant feeding in local communities
3. Ensure local peer support schemes are available in communities so that mothers can access timely support, by: providing local peer support services who deliver evidenced based support

**Lot 4 – Oral Health Improvement Service**

A number of co-ordinated evidence based oral health interventions will be delivered across Lancashire, driven by local need and incorporating best practice to support the population to make improved lifestyle choices that will benefit their long term oral health.

Activity undertaken will support six key areas:

1. Workforce development, in particular, the accessing of e-learning tools that provide and support the cascading of oral health training for the wider health and social care workforce
2. Implementation of oral health improvement interventions and resources, including Integration of oral health improvement into targeted home visits by health/social care workers
3. Universal and targeted provision of toothbrushes and toothpaste (via health visitors, reception classes, and/or other wider social health and social care workforce
4. Supervised tooth brushing in targeted childhood settings
5. Implementation of an integrated programme of oral health improvement support such as the Smile4Lifeprogramme
6. Development of a pathway that increases access to NHS dentistry and prevention, in particular for vulnerable children and adults