



First 1001 Critical Days in Leicester City

Sue Welford, Social Care and Education
Monica Hingorani, Social Care and Education
Mel Thwaites, Clinical Commissioning Group
Clare Mills, Public Health



This presentation will cover:

- Why the First 1001 Critical Days matter
- What we know about the First 1001 Critical Days in Leicester
- How we already support families with young children in Leicester
- How we will work with partners in responding to the First 1001 Critical Days in recovery from Lockdown through '*Start for Life*' and Family Hubs

Giving every child the best start in life



A loving, secure and reliable relationship with a parent or carer supports a child's:



emotional wellbeing



brain development



language development and ability to learn



capacity to form and maintain positive relationships with others

Deprivation impact on First 1001 Critical Days in Leicester City

- Leicester is a deprived city
- 31% children in low income families compared with 19% nationally
- High numbers of homeless, or at risk of homelessness, families requiring protection
- High levels of obesity in early pregnancy
- Areas with high under-18 conception rates
- Over a fifth of under 25 mothers are smokers at the time of delivery
- Breastfeeding prevalence at 6 to 8 weeks varies across the city
- Infant mortality rates are a significant concern - approx 28 infant deaths (under 12 months) per year in Leicester and 5.9 deaths per 1,000 live births which is significantly higher than England (3.9)
- Low MMR immunisation rates for 2 year olds

Encouraging a healthy pregnancy

The best outcomes for both mother and baby happen when mothers are:

not socio-economically disadvantaged



managing stress or anxiety



in a supportive relationship – and not experiencing domestic violence



not smoking, consuming alcohol or misusing illegal substances



enjoying a well-balanced diet



not in poor physical, mental or emotional health



Addressing Postnatal Depression

Postnatal depression affects more than 1 in every 10 women within a year of giving birth



Health professionals should be alert to the increased risk of experiencing mental health problems among teenage mothers and women who have experienced:

previous history of mental illness



a traumatic birth



a history of stillbirth or miscarriage



relationship difficulties



social isolation





Define Vision for First 1001 Critical Days in Leicester
Building Back Fairer in recovery from COVID 19



Discover What's working well?
Areas for improvement?
Theory of Change and economic case



Develop Access, connection, relationships
Engage and empower families and staff



Deliver Improvement through a shared outcomes
framework and resourceful leadership

Co-production

Learning practical skills and importance of interaction with baby and connecting with other mums at Leicester Mammias.

Never thought it was critical.. the information given was very wishy washy.

'Lets Talk' – talking and dealing with emotions really helped.

Postnatal support with my baby was amazing it was a 'slick system'.

I had to negotiate with the services to prevent separation between me and my son when he was admitted to hospital.

My child was given free books and finger puppets which I thought were really good and I could involve my elder daughter in the interaction with my baby.

I knew the importance of the bonding and interaction ...always thought it was 0-5 years not 0-2.

Views from Mammias' Focus Group for First 1001 Critical Days event (10 Nov 2021)

What's working
well?

Even better if.....

Specialist

Perinatal Mental Health
SEND Support

Targeted

Includes: Early Help, Starting
Well, Healthy Start Vouchers

Universal

Includes: Midwifery, Public Health Nursing
(Health Visiting), VCS parenting groups,
breastfeeding support, safeguarding,
blended online/ in-person

Develop: Maternity and Neonatal Transformation Programme

- Delivery of Saving Baby Lives Care Bundle version 2 (SBLCBv2)
- Personalisation and Choice: Every woman will have an enhanced experience of their care
- Continuity of Carer (CofC): Improving quality and safety of maternity care
- Delivering Perinatal Mental Health Service (PMHS) and Maternal Mental Health Services
- Delivery of Neonatal Critical Care Review: To reduce mortality and morbidity to babies by offering them the right form of care and treatment; right place and at the right time
- Equity and Equality workstream and stakeholder engagement



First 1,001 Critical Days New Services commissioned by Public Health

Building Communication Skills

The ambition of the service is to support a reduction in the number of children who have below expected language levels at the 2 – 2 ½ year developmental review, and increasing children's school readiness.

Improve the mental and physical wellbeing of parents with vulnerabilities

As well as mums and babies, this service targets fathers, male carers, and LGBT+ parents, ensuring their voices and needs are not overlooked



Action Areas

Ensuring families have access to services they need

1. Seamless support for all families
2. A welcoming hub for families
3. The information families need when they need it

*Ensuring the *Start for Life* system supports families*

4. An empowered *Start for Life* workforce
5. Continually improving the *Start for Life* offer
6. Leadership for change

Develop: Start for Life Local Plan

Area for change	Access Digital, in-person, outreach	Connection Seamless, single-front door, data sharing	Relationships Strengths-based, culturally relevant
Maternal/midwifery			
Public Health Nurses (health visiting)			
Perinatal and infant mental health and wellbeing			
Breastfeeding and infant feeding			
Safeguarding			
SEND			



Develop: Start for Life Plan

Action on perinatal and infant mental health

Starting Out

Skin-to-skin
Leaflet

Developing

Peer support
meetings
Baby massage

Strengthened

Multilingual
community-
led campaigns
in community
and home on
positive
interactions

Family Hubs – a way forward

Integrated family services – central access point

Families with children and young people 0-19 (25 SEND) to receive early help services. Prevention and whole family help

Effective early intervention- education, health and social care – improved outcomes.

Key principles in its design include...

Clear way for families to access help

Single access point

Outreach

Family friendly culture

Accessibility and equality

Going beyond start for life and 0-5 offer

Family Hubs

Aim to create a system where families with children aged 0 to 19 (or up to 25 with SEND) can engage with seamless personalised support at the right time in the right way to improve learning, health and wellbeing outcomes.

Regional/National

- Working across the East Midlands to develop feasibility plans for the roll out of the Family Hubs model
- Utilising frameworks developed by the Department for Education, National Centre for Family Hubs, Family Hubs Network and Early Intervention Foundation to support efficient and effective Family Hubs Transformation.

Local

Multi-agency partnership board

- Develop shared vision and drive change
- Oversight and scrutiny of the development and implementation of Family Hubs
- Monitor the impact and outcomes of the Family Hubs approach

Project

- Development of Family Hubs in Leicester, including a city centre 'super hub' and four spoke hubs
- Digital virtual front door
 - Coproduction
 - Data sharing, analytics and impact
 - Property design/renovation
 - Workforce development and culture change

Links to fundamental savings review

A number of projects scoped in the fundamental savings review have interdependencies with the Family Hubs model.

Start for Life Local Offer – First 1001 Critical Days

- Co-production with families and Readiness for School Group partners of First 1001 Critical Days: *Start for Life* vision and delivery plan for support in early childhood (from conception to a child's second birthday).
- Linking to the Joint Health and Wellbeing Strategy in supporting the best start in life and addressing the wider social determinants of health.



Responding to the First 1001 Critical Days

- A Start for Life offer, delivery plan and impact framework to be co-produced with families and created in partnership by Autumn 2022.
- Closely linked and integral to the development of Family Hubs
- Members of the Health and Wellbeing Board are asked to encourage partnership engagement in the development of the Start for Life offer
- Health and Wellbeing draft plan approach
 - DO: mitigate the impact of poverty,
 - SPONSOR: the Start for Life focus on the First 1001 Critical Days
 - WATCH: making sure children are able to play and learn, and empowering health self-care in families with young children