

Starting Well (1001 days)

Context	Project Description (Scope)	Case for Implementation
<ul style="list-style-type: none"> The foundations for virtually every aspect of human development - physical, intellectual and emotional – are set in place during pregnancy and in early childhood. 3 main providers of services during 1001 are midwifery, health visiting and Family Hubs Health Visiting lead and coordinate delivery of Health Child Programme 0-5 EYFS Improvements required in readiness to learn (education) Strong improvement in childcare – early years setting (as noted by ofsted) 	<ul style="list-style-type: none"> “Our vision is that all children in Doncaster are happy, healthy, safe and ready to learn within a supportive family environment” A coordinated service offer focusing from conception through to the 2nd year, with clearly defined pathways through services based on a family’s continuum of need We will do this by taking a whole family approach and intervening in a co-ordinated way. This will mean look at areas such as: <ul style="list-style-type: none"> Smoke free homes speech & Language/ communication Maternal mental health School readiness Breastfeeding parental support for learning speech & Language Immunisation uptake Illnesses Diet & healthy start vitamins Safe sleeping Stop smoking in pregnancy Oral health Local maternity offer (midwifery) 	<ul style="list-style-type: none"> Effective, sensitive parenting alongside good maternal mental health are key to ensuring children have strong foundations for physical, social and emotional development Creating stronger foundations for children (physical, social and emotional) achieved through development of effective, sensitive parenting alongside good maternal mental health. Two-pronged preventative approach through: a universal offer - all families receive advice and information to ensure the best outcomes for their children, or targeting interventions at ‘at-risk’ groups, where there is a likelihood of poor outcomes Early Help pathways to deal with root causes, providing support at an early age and an early stage for prevention thusly reducing future demand Parental capacity support Increased pressure on vulnerable families due to welfare reforms Avoision of early life trauma (Adverse Childhood experiences) Improved Attachment
Key Stakeholders	Expected Benefits	KPI/ Outcomes
<ul style="list-style-type: none"> Children under 2 and their families resident in Doncaster Public Health DMBC Rotherham Doncaster and South Humber Trust (RDASH) Learning and Opportunities DMBC Family Hubs Doncaster Clinical Commissioning Group Starting Well Service Stronger Families DMBC Doncaster Children’s Services Trust Maternity services Primary care services NHS England Early Years Service DBTH 	<ul style="list-style-type: none"> What happens during pregnancy and early childhood has lifelong effects on many aspects of health and wellbeing, educational achievement and economic status Giving every child the best start in life is crucial to reducing inequalities across the life course UK studies suggested returns on investment on well-designed early years’ interventions significantly exceed their costs with rates of return ranging between £1.37 and £9.20 for every £1 invested. Improved community and family resilience (reduced pressures on health and social care) 	<ul style="list-style-type: none"> Good attachment; reduction in CIC/CIN & LAC Safe, stable & secure families; reduced – Short breaches Development of physical & psychological pathways – brain development Building blocks for resilient for families – Attendance, HRBQ Health births – reduction in emergency C/S – breast feeding rates Good perinatal mental health – reduction in associated mental health issues Rate of children receiving a multi-agency Early Help interventions, per 10,000 Rate of referrals where Neglect identified as a factor (per 10,000 children) Rate of Children in Need where Neglect was a factor Admissions to A&E for unintended injuries (rate per 10,000) From Lewis CCG %of children born with a low birth weight Breast Feeding prevalence at 6-8 weeks post delivery %Children with “Healthy Weight” at 5 years Hospital admissions for Dental Caries for under 5 year olds %Children with “Healthy Weight” at 11 years % of children registered with a children’s centre within two months of birth % of children achieving a good level of development by the age of 5 (EYFS)
Assumptions/ Exclusions		
<ul style="list-style-type: none"> Community and hospital Paediatric services Children with complex care needs Partnership approach to Starting Well 		

