

**MEDWAY JOINT HEALTH AND WELLBEING STRATEGY DELIVERY PLAN 2014/15**

THEME	1. Give every child a good start	LEAD HWB MEMBER	Cllr Mike O'Brien				
PRIORITY ACTION	1. Support to mothers to have good physical and emotional health in pregnancy and in the early months of life: Focus on increasing levels of breastfeeding and reducing smoking in pregnancy.		LEAD OFFICER	Scott Elliott			
No.	ACTION	Who responsible	Completion date	Outputs and measures	Outcomes	Contributing toward national outcome indicators	Progress commentary plus RAG
1	Achieve the next available stage of UNICEF UK Baby Friendly Initiative (BFI) Accreditation for women and children's services in the acute (stage 2) and community (stage 3) settings	Medway Public Health, Medway Foundation Trust and Medway Community Healthcare	Mar-15	Medway Foundation Trust to have achieved stage 2 for UNICEF UK Baby Friendly Initiative (BFI) Accreditation for acute settings Medway Community Health Care to have achieved stage 3 for UNICEF UK Baby Friendly Initiative (BFI) Accreditation for community settings	Increased prevalence and duration of exclusive breastfeeding and improved cognitive outcomes for children	1,4,5,A and B	In July 2014 MFT appointed a new Infant Feeding Coordinator, to have a very visual presence on wards to offer day to day feeding support to staff. First group of 20 staff attended UNICEF two day training, opportunity for all staff groups to network with each other and encourage more effective inter-team communication. Training led by MCH IF lead, again encouraging improved multidisciplinary team working. A review has commenced of all Medway FT Infant Feeding policies, networking/learning from surrounding NHS organisations adopting policies and learning from neighbouring Trusts that have already encountered and overcome challenges that Medway FT is currently facing. Once the new coordinator has attended national UNICEF two day training in September, MFT will begin to roll out training to Medway FT staff to move towards Level 2 BFI stage.  Medway Community Healthcare are going to apply for stage three in November and then work towards it for this time next year. All of the health visiting team are being trained in September 14 on the new BFI standards in order to take stage 3 forward
2	Reduce number of women who smoke during pregnancy. Implement Medway Smoking in Pregnancy Action Plan which includes implementing carbon monoxide (CO) testing to all patients at booking and improving on recording methods of smokers at time of booking and delivery. Implement C.O. environmental testing pilot project.	Public Health, Medway Community healthcare, Medway Foundation Trust & Medway	Mar-15	Implement action plan, Number and % of pregnant women CO tested and smoking status recorded at time of delivery	Reduction in the rate of smoking at time of delivery to 14%	1,2,3 and 6	CO testing at booking is a CQUIN target again this year. Mandatory training for midwives which occurs once a month includes training on accurate recording of SATOD. Audits to be carried out in October and January to assess compliance. Risk Perception intervention implemented in June with support of sonographers and fetal medicine consultant. 1st evaluation to take place in December. New HIC for pilot project now in post
3	Improved early detection and treatment of perinatal mental health disorders through delivery of universal healthy child programme (Antenatal contact and maternal mood assessment)	Medway Community Healthcare CIC	Apr-15	% of health visitors trained in early detection and treatment of maternal mental health issues. Numbers/% women seen antenatally by a health visitor; numbers/% of women offered a maternal mood assessment at 6-8 weeks and 3-4 months; numbers of women receiving a health visiting package of care for maternal mental health.	Improved early detection of maternal mental health problems and more effective management; Long term impact on children by improved early attachment increasing emotional resilience and	1,4,5, A and B	By October 2014 all health visitors will have been trained in Maternal Mental health 100% of women are offered and anti-natal appointment but uptake is still low on average 60% this is mainly due to women continuing to work later into their pregnancy 100% of women are offered a maternal mood appointment approx 12% need a package of care

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4	Increase the identification and attendance rates at Medway children's centres of families with a new birth, as identified in data shared by Medway Foundation Trust.	Medway Council Early Years	Mar-15	(a) Increased % of identification of children in CACI CCM system from corresponding MFT new birth data (b) Increased % of attendance of children identified from corresponding MFT new birth data (c) Increased total number of attendances of children identified from corresponding MFT new birth data	Improved access and uptake of early childhood services provided by Sure Start Children's Centres across Medway		86% of reported new births are registered with a Medway children's centre. Systematic registration of 100% of new births has been successfully implemented in several of Medway's 19 children's centres, with the expectation that this will be comprehensively in place by the end of 2014. Nearly 60% of newborn babies are attending local children's centres with their parent/carers within the following 3 months, mostly on a regular basis averaging more the 5 visits per family in that period. All newborn babies now have an allocated named Health Visitor, based at the children's centre, who will visit the family at key points either in the home or at a centre. In the next period, the Medway "under 1s pathway" is being rolled out whereby Health Visitors will be providing a five week postnatal course for all first time parents in every children's centre, and universally offered sessions on introducing solid foods, and home safety.
5	Continue to develop Medway Breastfeeding network to allow more people to access the peer support service.	Public Health	Mar-15	Train 12 new peer supporters Increase presence of peer supporters at routine midwife and health visitor appointments and contacts, to maximise opportunity for people to be aware of peer support service	Increased prevalence and duration of exclusive and partial breastfeeding and improved cognitive outcomes for children	1,4,5, A and B	The team have been preparing for World Breastfeeding week (WBW) 1st August – 7th August 2014 and using this as an opportunity to promote the network. A promotional video has been produced to show mothers and families what to expect from the network and the support they are likely to receive. This is available to view on ABM website <a href="http://www.abettermedway.co.uk/healthyeating/breastfeeding">http://www.abettermedway.co.uk/healthyeating/breastfeeding</a> This video will be available to all partners to show on any display device and copies are being made on CD. So far the video has had 880 views between August and Sept. During WBW, a family event for under 5's was held alongside 10 minute magic moves event at Copperfield Park, Rochester on 7th August to promote the week and provide an opportunity for families to have some fun and meet the network. The event was held between 1 and 3pm and 45 families attended the event. Feedback from the families has been very positive. There has also been a move towards using social media more to promote breastfeeding so tweets have been sent out prior, during and post WBW and a Facebook campaign to generate interest and awareness