

Wirral Health and Wellbeing Strategy 2022-2027

Starting Well. Living Well. Ageing Well.

Priority 3:

Ensure the best start in life for all children and young people

System Lead – Kerry Mehta

Public Health Lead – Julie Graham



Short to medium term actions:

- Establishment of further Family Hub settings and satellites, with integration of Early Help Alliance and 3rd sector
- Early Help Advisors as single point of contact for Early Help for families in 4 locality areas
- New Emotional Mental Health & Wellbeing model to begin April 2024
- Commission new 'Risk/resilience' model to launch September 2024
- Midwifery Continuity of Care evaluation to be repeated (on births between July and December 23) and further teams rolled out Spring 24
- Systemic Practice training to be rolled out and embedded across the whole system
- Explore options for Early Childhood Services co-locating with Children's Centres.
- ICB and LA Neighbourhood working models to develop effective working relationship to drive outcomes

Overseen by:

- Children, Young People & Education Committee
- Partnership for Children, Young People and Families

Impact evidenced by:

- Increase in successful resolutions of Early help to families
- Case studies evidencing the benefits for families
- Reduction of safeguarding escalation
- Reduction of young people presenting to hospital with mental health/substance misuse

Longer-term actions:

- Further integration of health, care and wellbeing support streams within local communities
- C2C evaluated, informing roll out of elements of programme where greatest impact could be
- Greater alignment of education curricula and skills training with emerging business/industry needs
- Family Hubs and satellites continue to evolve and strengthen links with other neighbourhood/locality approaches (eg ICB-led neighbourhood groups)
- Early Help Alliance and 3rd sector become an integral part of the Family Help/Family Hubs localities
- Partners to develop a strong 'Team Around the School' Approach

P3 Game Changers: Best Start/ Early Help & Family help

Impact evidenced by:

- Targeted support tailored to the needs of communities is informed through insight and evident in delivery and uptake of support
- Reduction in families accessing support for the first time at higher levels as needs are being met earlier on
- Young people have appropriate training/skills for available vacancies resulting in improved EET

Best Start in Life

- Early Childhood Service is at the centre of our Best Start for Life Offer with the Early Years Strategy being delivered in partnership with maternity, 0-19 Health Services and third sector organisations Koala NW and Foundation Years Trust.
- Currently 6 midwifery continuity of carer teams across Wirral; with more than 60% of pregnant women booked onto a midwifery continuity of carer pathway for antenatal intrapartum and postnatal care
- Through the development of Family Hubs- there is now an increased amount of access points in the community for the health services
- As a pilot to trialling more collaborative working: we have concluded the 2 year delivery of the First 1001 Days programme, with 3795 of the 3719 families referred engaging. The First 1001 Days programme offers bespoke packages of support including: breastfeeding support; Video Interaction Guidance; Womb to World; Baby Incredible Years; Reflective Parenting for Dads; Stay & Play; Baby Yoga; Baby Massage
- Engagement in the Dolly Parton Imagination Library has increased from 118 to 930 and is supplemented by a programme that includes: Story Explorers; Baby Babble; Rhyme Time; Chatter Tots
- Speech and Language interventions in F1 and F2 provisions has shown an increased number of children able to score green (age expected) at the end of the intervention
- An updated Start For Life offer is being updated and co-produced with parents and partners (published June 2024)

The 'Start for Life' offer is part of the Family Hub model which provides support to parents and carers to enable the best start for their child.

It includes support and services from pregnancy until the child is two years of age, to ensure families can access the support they need when they need it.

Families can access universal services such as:

- Midwifery
- Health Visiting Services
- Mental Health Support
- Infant Feeding Support
- Services relating to special educational needs and disabilities (SEND)
- Safeguarding

Additional services include:

- Welfare and debt advice
- Relationship changes and support
- Stop smoking support

Childcare Extended Offer from April 2024

Eligible working parents of two year olds can access 15 hours childcare support. By September 2025, most working families with children aged between nine months and five years old will be entitled to 30 hours of childcare support.

Wirral's Family Hubs



- | | | |
|---|--|---|
| Birkenhead | The Bungalow | West Wirral |
| 1 Brassey Gardens
CH41 8DA
Tel: 0151 666 3323 | 3 Grove Street Primary School
CH62 5BA
Tel: 0151 645 2170 | 14 Gunneys Meadow School and Family Hub
CH49 6HB
Tel: 0151 677 9255 |
| 2 Equilibrium
CH41 3HX
Tel: 0151 647 6044 | 4 Eastway Primary School
CH48 9TA
Tel: 0151 677 1235 | 15 Pensby Primary and Stanley School
CH81 5UE
Tel: 0151 342 6741
Tel: 0151 348 4145 |
| 3 Koala North West
CH42 5PH
Tel: 0151 608 8288 | 5 Seacombe
CH44 7AN
Tel: 0151 666 3350 | |
| 4 St James Centre
CH41 2AL
Tel: 0151 670 9974 | 6 Wirral Development Trust
Leasowe Millennium Centre
CH46 1PQ
Tel: 0151 638 9599 | |

Give your child the best possible start in life.

wirral.gov.uk/familyhubs

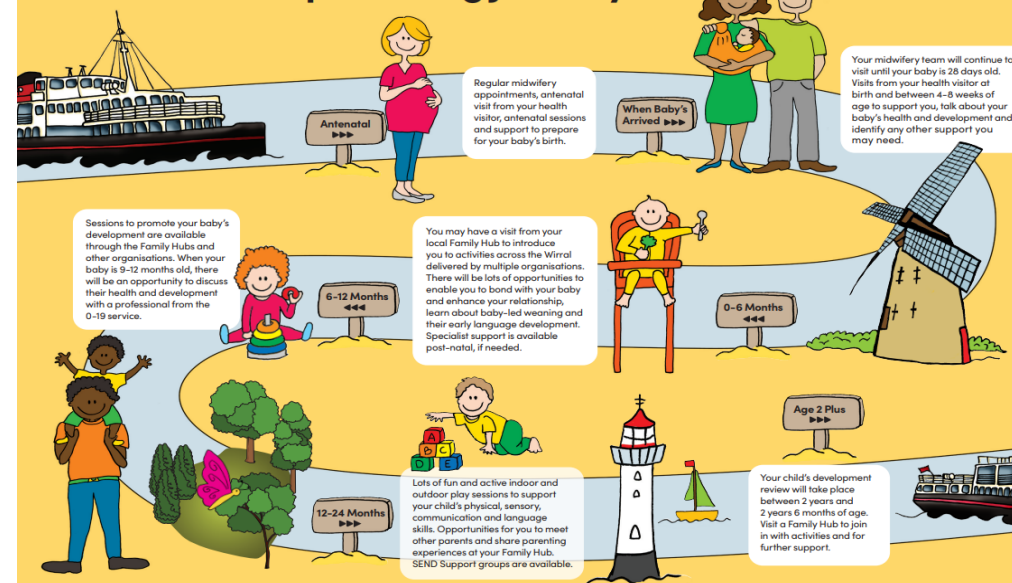
SENDLO



Family Hubs and Start for Life



Start sail on a parenting journey...



Across the last year....

- After attending baby massage 84% parents said they had increased bonding with their baby (472/563)
- After attending Baby Babble 98% of parents said their baby was making more sounds saying more words (220/225)
- After attending Sensory sessions for children with SEND 98% of parents said they had increased confidence in supporting development (63/64)
- After completing WellComm screenings, Early Childhood Service have been able to support 80% within Family Hubs (839/1059)

Family Hubs

Wirral Main Family Hubs
Last edit was 2 minutes ago

☰ Add layer 👤 Share 👁 Preview

Wirral Family Hubs

- 📄 Sequence of numbers
- 1 Seacombe Children's Centre
- 2 Wirral Development Trust
- 3 Eastway Primary School
- 4 Ganneys Meadow School an...
- 5 Pensby Primary School
- 6 Brassey Gardens Children's ...
- 7 Livingstone Street Play & Co...
- 8 St James Centre
- 9 Koala North West
- 10 Bromborough Childrens Centre
- 11 Grove Street Primary School

☑ Base map

The map displays the Wirral peninsula with 11 numbered purple location markers corresponding to the list. Other visible locations include Wallasey, Birkenhead, Bebington, and Bromborough. Landmarks like Arrows Park Hospital and the Duke of Lancaster ship are also marked. The map includes standard Google Maps navigation controls and a search bar at the top.

Family Hubs - parent's feedback to shape the Hubs

Emotional Health and Wellbeing

“ We want places we can just come to breathe, to talk and support each other”

Parents asked for informal meeting spaces to enable peer support

“ what do we do whilst we are waiting?”

Parents referenced whilst they were on pathways it would be helpful to still access ‘drop in’ support even if it’s for a cup of tea

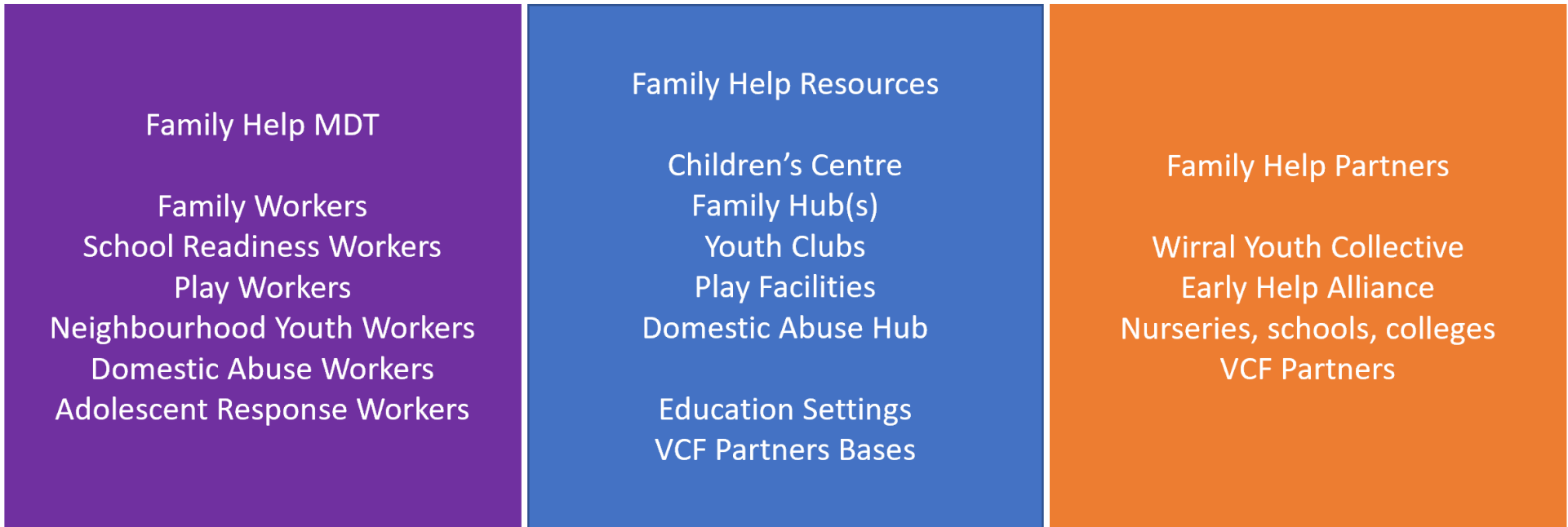
“I used to be scared about asking for help, but now I’ve had support, I’ll never be scared again”

Parents wanted to just be able to ask for help and said they wanted ‘consistency’ from the people they see

“ the best places to go break things down for you, they make it understandable and empower me as a mum”

Parents talked passionately about wanting to do the best for their children , and just wanted to be supported with the tools to do this

Family Help



Each Family Help MDT will be overseen by a Operational Manager, who ensures co-ordination of the offer in their area. This is a co-ordination role, not line management.

Each Operational Manager will retain responsibility for their thematic area across the borough: Domestic Abuse, Children's Centres, Family Matters and Youth & Play Services.

Family Help

Example: Early Help Advisors

- On average there are 47 new consultations each month across the team
- In the first year (from Jan 23) Early Help Advisors have completed **965** individual consultations with education partners
- **709** consultations have opened as a full consultation on Early Help Matters
- 94.44% have received ongoing support from an advisor for 0-6 months
- 5.38% have received ongoing support for 6-12 months

Feedback:

"It was valuable having an advisor available to provide guidance with specific cases – They had so much experience and insight and knowledge about what agencies are available. They can read between the lines when listening to parents, hearing what is not being said so to speak".

Family Help

Example: Early Help Alliance

- Early Help Alliance - . In the first year of operation services were delivered to 7854 parents/carers and children
- In the first year the Early Help Alliance engaged 83 new members through the Family Toolbox membership, thereby extending reach to organisations delivering thereby extending reach to organisations delivering community-led earliest help to families. In addition to this, the Early Help Alliance secured an additional £963,655 of funding from external sources
- The Early Help Alliance invested £100,000 in grants for grassroots organisations- supporting males with parenting roles, parents with LD, and those with mental health issues
- The Early Help Alliance have been nominated for a Centre for Social Justice Award 2023
- 27% reduction in contacts to children's services teams, with considerable positive qualitative information showing impact:
- *"It's great to have a single point of reliable info for parents."* Parent
- *"It's great to have something all in one place, that I can go to when I am struggling with being a parent. As dads we are often forgotten about, and it's so good that I can have a look at what is out there to help me if and when I may need it."* Parent
- *"Sophisticated, Brave and Innovative"* – JTAI Jan 2023

Cradle to Career



- Despite few escalations, the rate of step downs remained almost twice as high as Wirral by the end of year 3 (43 per 10,000 vs 24 per 10,000) There were more step downs for every referral within C2C team than across Wirral
- Compared to other areas of Wirral, a child in North Birkenhead **is no longer more likely to be re-referred into social care** and they are **more likely to be stepped down from a Child Protection plan. Between April 2023 – April 2024, the Cradle to Career Team attended ICPC's with 3 families and stepped down 3 sets of children from CP Plans.**
- Between April 2023 – April 2024, the Cradle to Career team engaged with 270 children within Level 4 services and closed 254 children from social care within the same period, 72 of these children was stepped down to Level 3/Early Help services. For children living in North Birkenhead, **the rate of closures remained higher than it was across the Wirral.**
- Improved the school attendance of the children in the Schools within the Birkenhead North area. We followed 10 children who had very poor school attendance, 20 – 30% and worked with these young people differently, the impact after 3 months evidenced the impact as the young people's attendance increased to 80 – 90 %

Families First for Children Pathfinder

Pathfinder areas are required to test and learn from the reforms which fall into four broad areas:

- System wide multi-agency safeguarding arrangements – including the establishment and testing of education as the 4th statutory partner
- Family Help – developing multi-disciplinary locality-based teams to deliver an integrated early help and prevention and child in need (children's social care) service
- Child Protection – establishing a specialist social care led multi-agency child protection team
- Family Networks – utilising family network support packages (FNSP) and family group conferences (FGC) to support family networks to be able to support families to keep children and young people living at home

Exciting new offers for children and young people

Emotional Health and Wellbeing Model

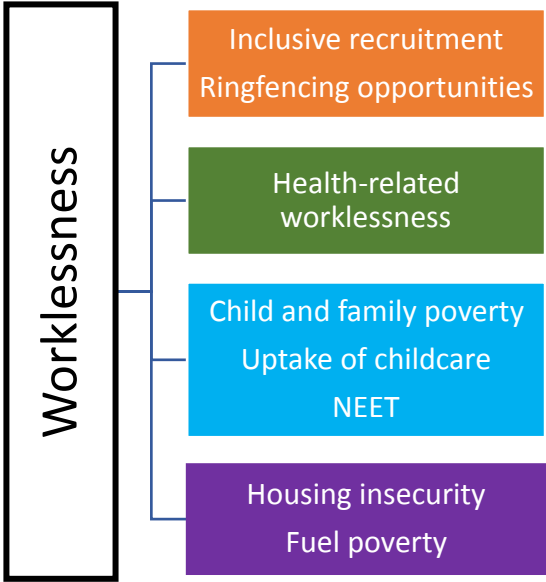
- Digital portal 'Branch' - a wealth of information about emotional wellbeing, offering a range of self-help resources and a route through to more specialist help if needed
- This will be supported by a small team of people ready to ensure children, young people, their families and professionals have the information they need and are matched to the right service for them
- Real time data to provide insight into the needs of children and young people, and how these needs are being met



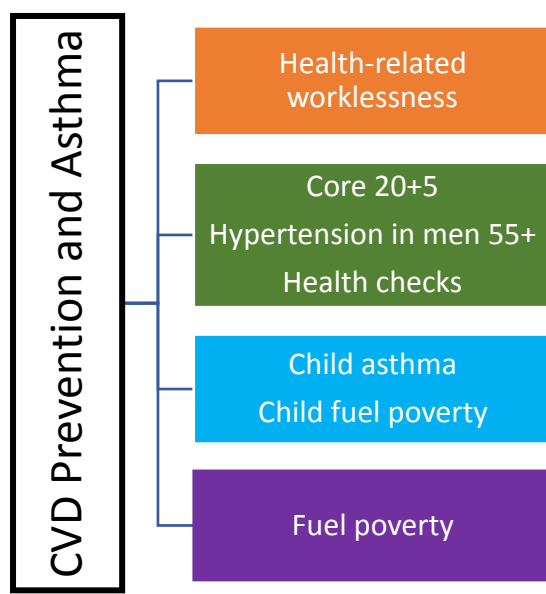
'Risk and Resilience' Offer

- This new holistic offer (to be launched in September 24) includes a range of support, including one-to-one sessions, groupwork, workshops and digital provision to meet the needs of local populations and work to reduce inequalities in both access and health outcomes
- Training and support will also be provided for parents/carers/professionals and education settings
- The offer will be agile to meet needs from emerging risks/behaviours and challenges

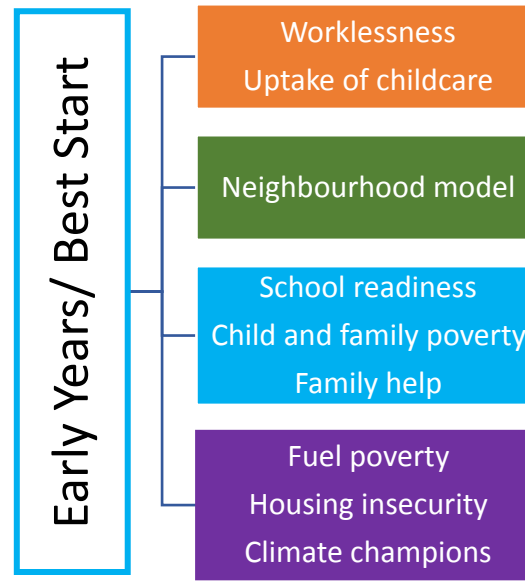
Priority 1



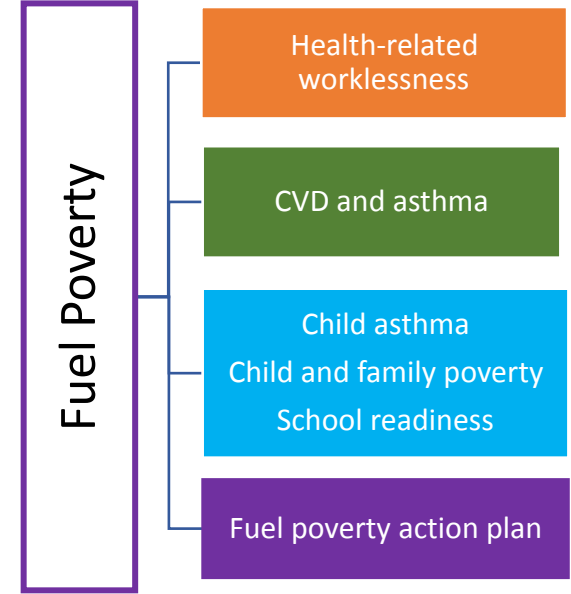
Priority 2



Priority 3

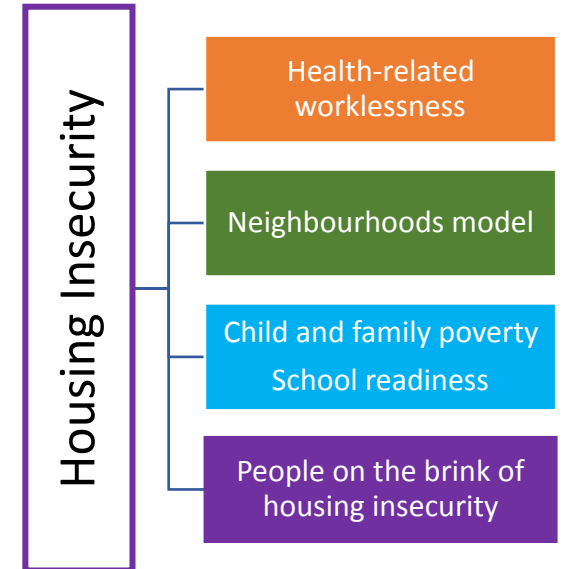
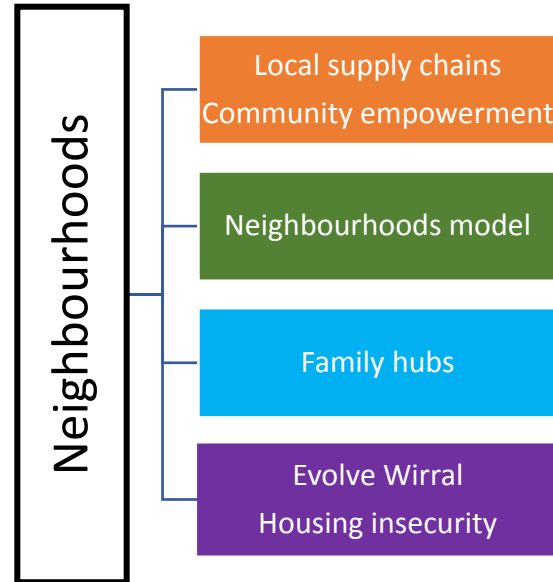


Priority 4



Links between the Game Changers

- Priority 1
- Priority 2
- Priority 3
- Priority 4



Early Years and support for working parents

Government announced increase in early years entitlements to support working parents.

- A working group has been set up to include data intelligence, digital transformation, marketing and communications workstreams
- April 24 – 15 hours for 2-year-olds – DfE estimated we would need 1910 places, 1486 (79%) families received a code, with 1257 85% confirming a place. The national average for gaining a code is 65% so Wirral has seen a good number of families access the entitlement

Government announced all schools to have wrap around provision by Sept 2026

- The DfE have now announced capital funding to support this, along with funding for LA's to implement
- Supply and demand mapping in Wirral completed

Recruitment and retention work:

- Links between early years providers and further / higher education settings have been strengthened
- Multi-disciplinary working party, including Department Work & Pensions, Career connect, 14-19 team, Wirral Chamber, Wirral Met, Liverpool City Region, training providers and early years. The group are currently mapping support available to both employees and employers
- Wirral has been selected to participate in the early years financial incentive pilot and is in the treatment group of the randomised control trial

Life Long Learning

- Health and Wellbeing Curriculum pathway piloted. Further work underway to build on this to delivery short practical wellbeing courses in the community to act as a catalyst and stepping stone to further learning and preparation for employment
- To reach isolated parents of children partners include, SEND schools, Tomorrows Women, St Caths Mental Health Team (individual referrals) and Journey Men
- Delivery is flexible, formed into short chunks of learning and explicit wellbeing outcomes are delivered . There are three options available to meet learner needs: 1) A new course, Learn Well to Keep Well, is delivered by a team of specialist tutors to include the 5 ways to wellbeing; 2) Practical creative courses are embedding agreed wellbeing outcomes; 3) Positive Emotional Resilience for Parents. All courses are non-accredited, and learners may progress to the new entry level wellbeing qualifications.
- All options have positive impact, learners feel more empowered and supported, with a greater sense of purpose, to make small changes. New skills are being developed , turn taking, timekeeping, following instructions, reflective thinking
- Total number of adults engaged year to date are 109+ (51% over age 50, 79% economically inactive, 70% top 10% IMD)

Going Forward

- Families First for Children Pathfinder
- Foundations Changemaker
- Build on current insight: School readiness; NEET; Child and family poverty
- Co-produce and agree a clear approach to Child and Family Poverty
- Repeat audits of attendances at A+E for yp (substance misuse and mental health)
- Develop a Core20+5 action plan for children and young people priority areas
- Further develop the links across the Game Changers