

# WE ARE CROYDON

EARLY EXPERIENCES LAST A LIFE TIME

The first 1000 days from conception to the age of 2



DIRECTOR OF  
PUBLIC HEALTH  
ANNUAL REPORT  
— 2018 —

Delivering for Croydon

**CROYDON**  
[www.croydon.gov.uk](http://www.croydon.gov.uk)



# The importance of first 1000 days of life

OUR FUTURE

- Nearly **6000** babies are born each year in Croydon
- ‘What a child experiences during the early years lays down a foundation for the whole of their life’ (Marmot 2010)



Early Experiences Last a Lifetime



# The opportunity to make a difference for the 6000 babies born in Croydon each year

OUR FUTURE

**1100** born into poverty

**1300** will not be breastfed at 6 to 8 weeks

**1500** may not receive 2 MMR doses

**2000** babies unplanned

**1500** may not be school ready

**1300** will be overweight or obese when they start school

**1700** may have tooth decay by 5

Over **350** mothers smoked in pregnancy

Between **525** and **1600** mothers with mild to moderate depressive illness

**700** live in households where there is harmful or hazardous drinking



# Focus of today's presentation



OUR FUTURE

- Taking forward the recommendations in the 2018 Annual Public Health Report
  - Lead group
  - Incorporating the APHR recommendations into action and delivery plans
- Highlight areas where there is no existing group to lead delivery of the recommendations
- Health and Wellbeing Board's oversight function



# A question and three key principles to keep in mind

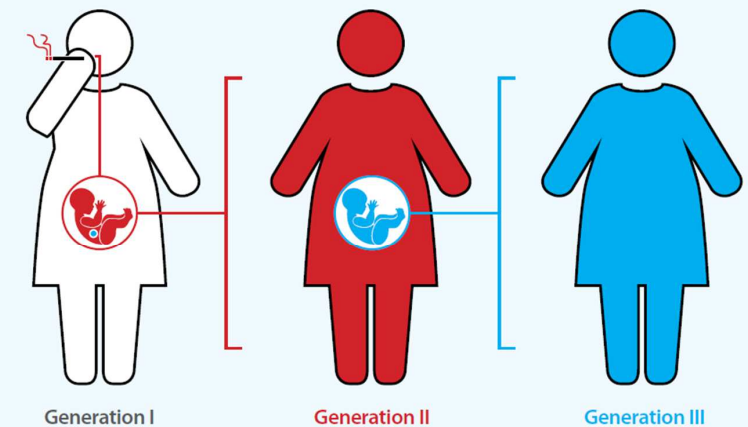
OUR FUTURE

I would like us all to ask ourselves: ‘Do I know what impacts on the health of children in their first 1000 days of life? And what can I, or my organisation, do to reduce inequalities?’

**Know your role:** everyone can make a difference

**Health in all policies:** create the right conditions for good health

**Breaking the inequalities cycle:** helping the babies of today helps the next generation

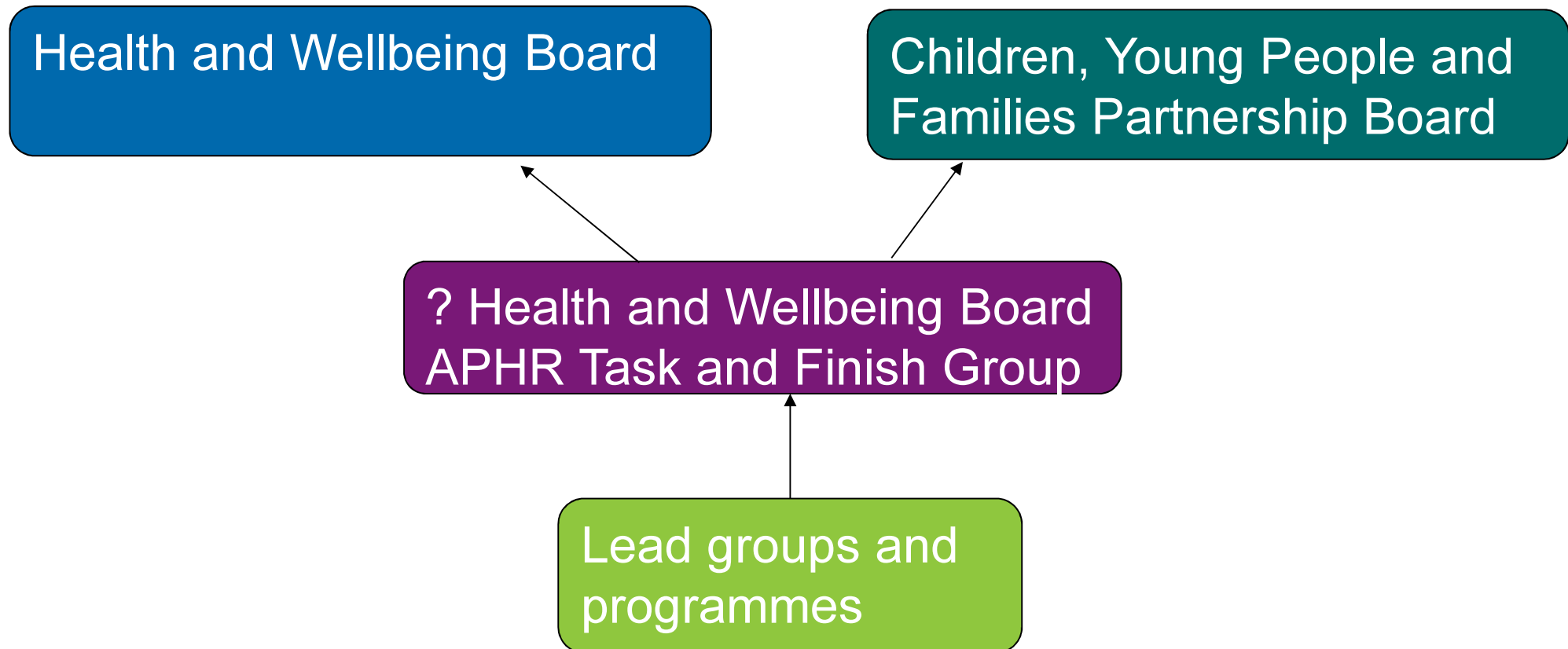


A woman who smokes while pregnant induces epigenetic changes in three generations at once: in herself, her unborn child and her child's reproductive cells

# Governance arrangements for the recommendations

OUR FUTURE

Health and Wellbeing Board to have oversight of the implementation of the recommendations from the APHR. What does this oversight mean?



# 4 key recommendations



OUR FUTURE

Recommendation	In progress	Lead group, key partners /programmes
Review, revise and join up the maternal mental health pathways		New: Perinatal mental health sub group and scoping document
100% of midwives and health visitors in Croydon to receive training around recognising and supporting families with risk of multiple ACEs 1000 front line staff in the council, NHS, police and voluntary sector to have ACES training, their causes and impact		New: ACEs working group
Increase levels of awareness about pre pregnancy health and the importance of preparing for pregnancy		? Lead group. This is not just a Croydon issue

# The setting for the first 1000 days



Recommendation	In progress	Lead group, key partners /programmes
<p>1. Ensure training raises awareness among staff of:</p> <ul style="list-style-type: none"> <li>the importance of the first 1000 days and <b>pre pregnancy health</b></li> <li>the impact of wider determinants such as poverty</li> <li>how they can make a difference in their role for children and their families</li> </ul>		<p>Early Help (and partners) training programmes Children's Services Gateway Services Primary Care</p>
<p>2. Use population and community level intelligence at borough and locality level to target resources and services to those individuals and communities most in need</p>		<p>Population Health Management approach Children's JSNA Council Operating model Early Help and Gateway Services</p>



# Young parents

A green arrow pointing right, with a white outline, containing the text "OUR FUTURE". The arrow is positioned in the top right corner of the slide, overlapping the horizontal stripes.

OUR FUTURE

Recommendation	In progress	Lead group, key partners /programmes
3. Provide senior strategic support from across the partnership to the borough's teenage pregnancy action plan		Partnership teenage pregnancy action plan
4. Increase awareness among young people of all sexes of the importance of being healthy before pregnancy and <b>planning pregnancies</b> :		Healthy Schools Action Plan, Implementation of the new SRE programme from 2020
5. Ensure the findings of Croydon's Vulnerable Adolescent Mental Health deep dive are acted upon to identify when, where and how to provide support to children and teenagers		CYP Emotional Wellbeing and Mental Health Board CSCB

# Pre-pregnancy health and planning for pregnancy

*"You read up on all the stuff about being healthy during a pregnancy, but nothing really before that. It never occurred to me, we just started trying and a few months later, it happened".<sup>(13)</sup>*

Recommendation	In progress	Lead group, key partners /programmes
6. All agencies to maximise their use of existing opportunities to raise awareness of the importance for both parents <b>of planning for pregnancy and addressing health issues before becoming pregnant.</b>		? Lead group Partnership Teenage Pregnancy Action Plan SRE in schools
7. Use existing and new media to <b>promote pre-pregnancy health messages</b> , particularly about smoking and being overweight or obese for people living and working in Croydon		Joint Healthy Weight Steering Group Just be and Livewell

# Smoking and pregnancy



Recommendation	In progress	Lead group, key partners /programmes
8. Develop a pathway for pregnant smokers and their partners into smoking cessation support that is <b>opt out rather than opt in</b>		Live Well Public Health CHS
9. Identify the groups continuing to smoke through pregnancy and review the evidence base to identify the best approaches for helping them to stop smoking		Live Well Public Health
10. Develop a smoke free homes programme with social and private landlords		Live Well Public Health

# Parental weight, diet and nutrition



Recommendation	In progress	Lead group, key partners /programmes
11. Continue to provide senior strategic support to the partnership's Healthy Weight steering group, and <b>ensure its work plan includes pre pregnancy health.</b>		Partnership Healthy Weight Steering Group
12. Ensure that all programmes that promote pre-pregnancy health include key messages around the importance of being a healthy weight and having a healthy diet before pregnancy.		Partnership Healthy Weight Steering Group Live Well / Just Be Primary Care
13. Incorporate the recommendations of the London Mayor's Food Strategy into local plans		Partnership Healthy Weight steering group

# Mental health in pregnancy and beyond



Recommendation	In progress	Lead group, key partners /programmes
14. Review, revise and join up the maternal mental health pathways from the community, and primary care, through midwifery and health visiting and other partners		<b>New:</b> Peri-natal mental health steering group and scoping document
15. Ensure all staff have the skills to identify parents and prospective parents with potential mental health concerns and are able support and signpost them appropriately		<b>New:</b> Peri-natal mental health steerin group ACEs working group EH strategy
16. Ensure that all programmes that promote pre-pregnancy health address mental health concerns before pregnancy		? Lead group

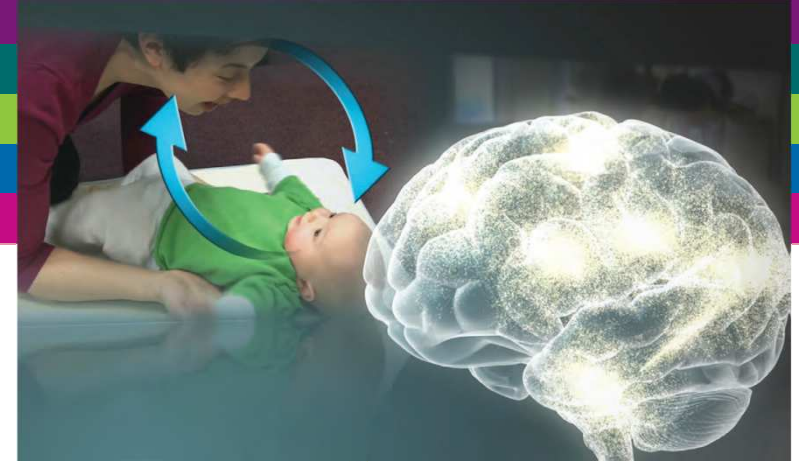


# Relationships, social support and excess stress during pregnancy



Recommendation	In progress	Lead group, key partners /programmes
17. Review the effectiveness of the current arrangements for identifying women who need more social support and make recommendations to address any system wide gaps that are identified		<b>New:</b> ACEs working group EH steering group
18. See ACES recommendation		
19. See ACES recommendation		

# Child development and stress in infancy



Recommendation	In progress	Lead group, key partners /programmes
Ensure maximum delivery of the health visiting development checks, from the antenatal visit to the 2 year check		Commissioning and contract monitoring
Ensure all parents who may need additional support know what options are on offer and where to access them		Early Help Steering Group <b>New:</b> ACEs working group
All practitioners working with children and families understand what toxic stress is, its sources and what impact it may have		<b>New:</b> ACEs working group

# Immunisation rates in Croydon



Recommendation	In progress	Lead group, key partners /programmes
All GP practices to reach 95% of MMR immunisations		CCG Health protection forum Child health steering group
Implement comprehensive vaccination for vulnerable groups		CCG Health protection forum Child health steering group

# Breastfeeding in Croydon



Breastfeeding can support family budgets – less illness and time off work, feeds babies for significantly less

Recommendation	In progress	Lead group, key partners /programmes
Reset targets for increasing breastfeeding rates at 6 to 8 weeks and 6 months across the Borough and within particular localities		Commissioning and contract monitoring
Achieve level 3 of the UNICEF Baby Friendly award		New: Breastfeeding working group
Turn Croydon into a breastfeeding friendly Borough, so women feel at ease to breastfeed when they are out and about		Health and Wellbeing Board task and Finish group?

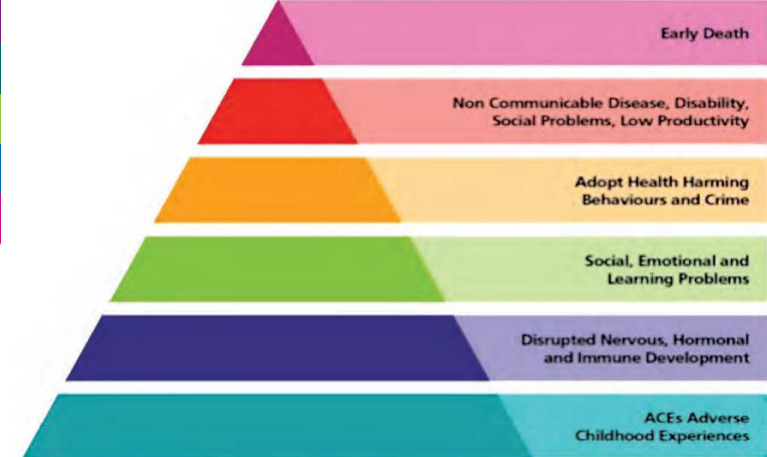
# Child healthy weight



Recommendation	In progress	Lead group, key partners /programmes
Review the Child Healthy Weight action plan in light of this report and amend to increase its focus on the first 1000 days		Partnership healthy weight steering group
All families with young children, nurseries and other early years' providers to be encouraged to become Sugar Smart and their pledges monitored.		Healthy Early Years programme Sugar Smart
Increase the numbers of young children who go to the dentist		Public Health team and LDC, Health visiting
Increase the numbers of eligible families claiming their healthy start vouchers for fruit and vegetables and vitamins from pregnancy		Food poverty action plan and healthy Start working group



# ACEs in Croydon



Recommendation	In progress	Lead group, key partners /programmes
Working as a partnership, develop evidence based actions to champion the importance of ACEs and the first 1000 days, and to identify and support children and families most vulnerable to ACEs		New: ACEs working group Early Help
All (100%) of midwives and health visitors in Croydon to receive training around recognising and supporting families with risk of multiple ACEs		New: ACEs working group
1000 front line staff in the council, NHS police and voluntary sector to have training around ACEs, their causes and impact		New: ACES working group

# Next Steps



OUR FUTURE

- Members of the HWBB to sign up to the key principles
- All organisations represented on the HWBB to support delivery of the recommendations
- To agree preferred governance and reporting arrangements
  - Task and finish group