

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

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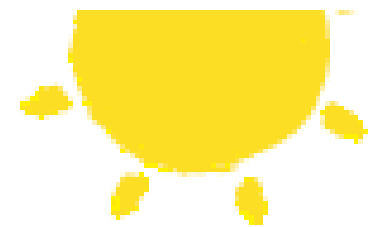
The importance of first 1000 days of life

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



Adverse Childhood experiences

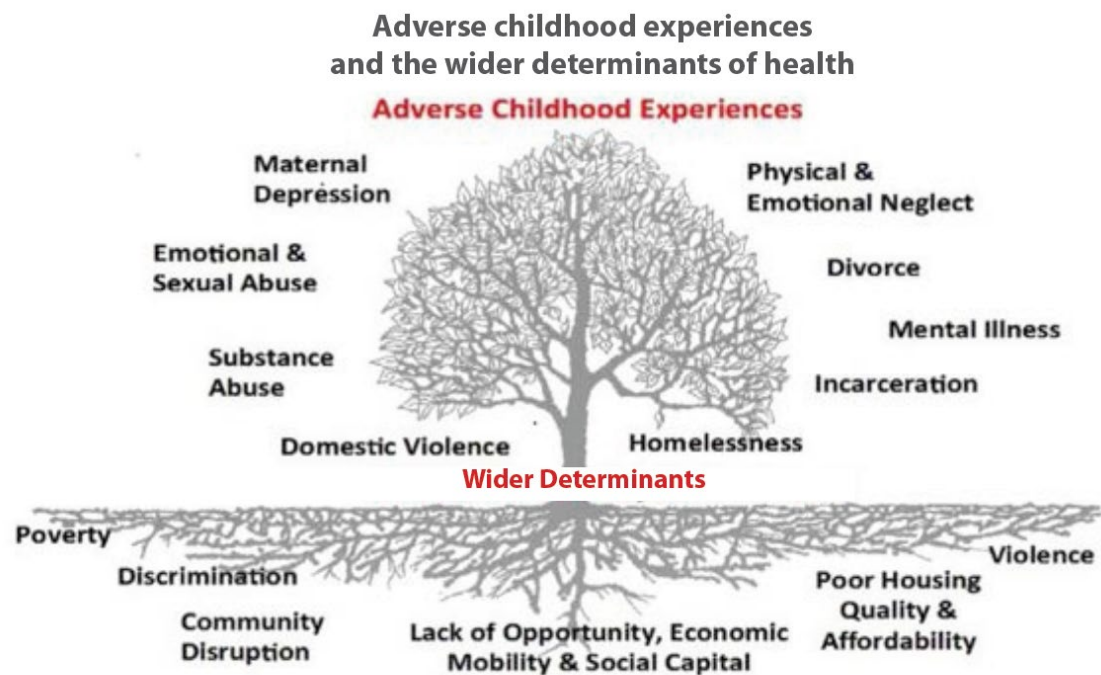
OUR FUTURE

500 / 6000 will experience 4 or more ACEs

858 will experience physical abuse

720 will have parents with a mental illness

1320 will experience parental separation

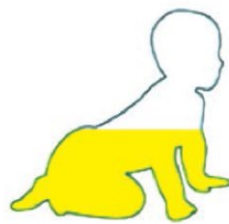


Adapted from: Ellis and Dietz, 2017⁽²⁵⁾



POSITIVE

Brief increases in heart rate, mild elevations in stress hormone levels



TOLERABLE

Serious temporary stress responses, buffered by supportive relationships



TOXIC

Prolonged activation of stress response systems in absence of protective relationships

Source: Kansas University⁽¹³³⁾

Resilience

A trusted adult, community support and cultural engagement can help the child develop the resilience and the capacity to thrive, despite growing up facing adversity. (2) (132)

Five key messages

OUR FUTURE

- The wider determinants such as housing, neighbourhoods, level of education, and household income affect each child's first 1000 days
- A mother's (and father's) health before getting pregnant, as well as during pregnancy and after the baby is born, can affect the baby's current and future health
- Experiences in the first 1000 days of life from conception to age of 2, shape lifelong health and wellbeing
- Some Adverse Childhood Experiences (ACEs), such as neglect or abuse can effect the rest of a baby's life
- It's a **complex problem** that needs a whole systems partnership approach (and we can make a difference)



A question and three key principles to keep in mind

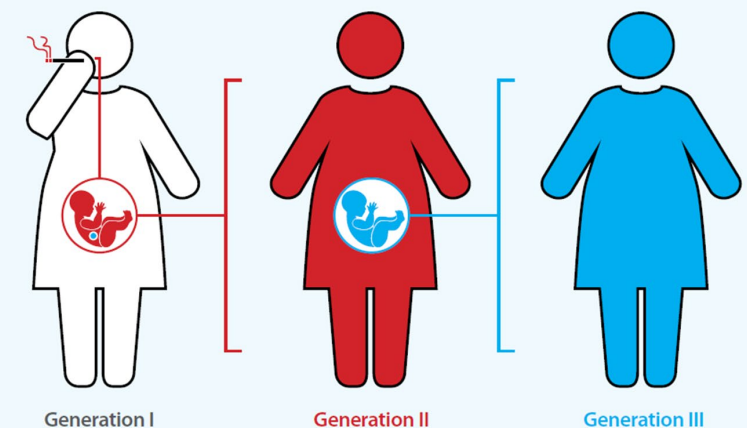
OUR FUTURE

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

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 partnership group to report in September 2019
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 and Trauma informed care work stream with community safety
Increase levels of awareness about pre pregnancy health and the importance of preparing for pregnancy		? Lead group. Approach is being scoped 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"> the importance of the first 1000 days and pre pregnancy health the impact of wider determinants such as poverty how they can make a difference in their role for children and their families 		<p>Early Help (and partners) training programmes</p> <p>Children's Services</p> <p>Gateway Services</p> <p>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</p> <p>Children's JSNA</p> <p>Council Operating model</p> <p>Early Help and Gateway Services</p>

Young parents



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 planning pregnancies :		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".⁽¹³⁾

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 of planning for pregnancy and addressing health issues before becoming pregnant.		? Lead group Partnership Teenage Pregnancy Action Plan SRE in schools
7. Use existing and new media to promote pre-pregnancy health messages , 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 opt out rather than opt in		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 ensure its work plan includes pre pregnancy health.		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



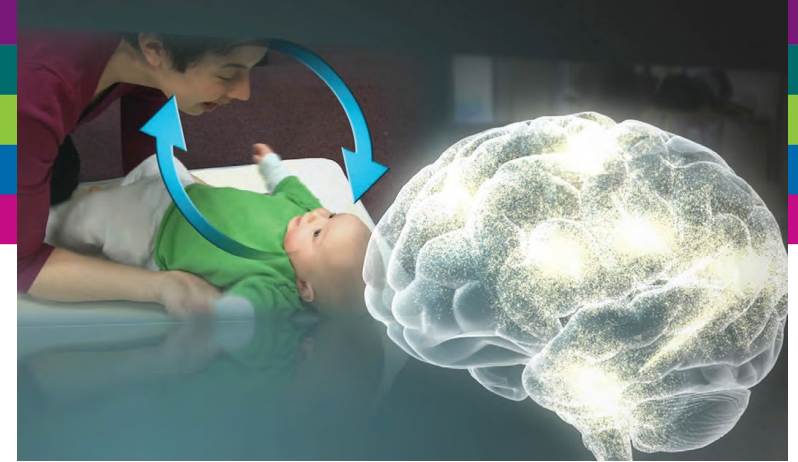
Recommendation	In progress	Lead group, key partners /programmes
14. Review, revise and join up the maternal mental health pathways from the community, and primary care, through midwifery and health visiting and other partners		New: Perinatal mental health partnership group to report in September 2019
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		New: Perinatal mental health partnership group to report in September 2019 ACEs working group EH strategy
16. Ensure that all programmes that promote		? Lead group. Approach

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		New: ACEs working group and Trauma informed care Work stream with community safety 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 New: ACEs working group
All practitioners working with children and families understand what toxic stress is, its sources and what impact it may have		New: ACEs working group

Immunisation rates in Croydon



Recommendation

In progress

Lead group, key partners /programmes

All GP practices to reach 95% of MMR immunisations

Implement comprehensive vaccination for vulnerable groups

CCG
Health protection forum
Child health steering group

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

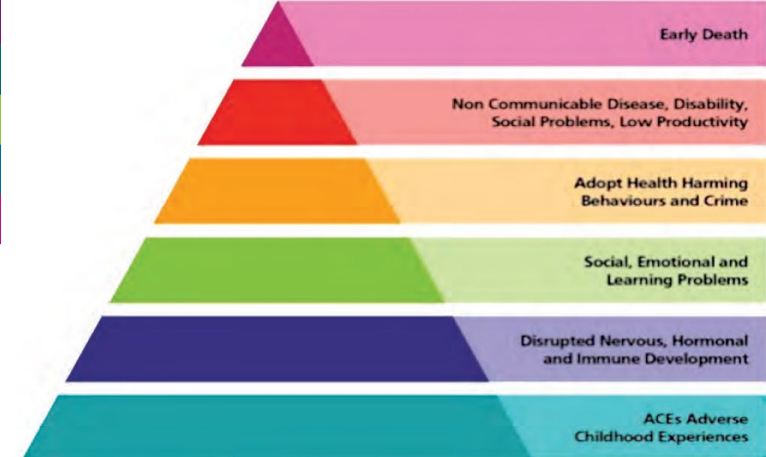
Recommendation	In progress	Lead group, key partners /programmes
Reset targets for increasing breastfeeding rates at 6 to 8 weeks and 6 months across the Borough and within particular localities		Commissioning and contract monitoring
Achieve level 3 of the UNICEF Baby Friendly award		New: Breastfeeding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

Next steps and governance



OUR FUTURE

- Do work plans need to be adapted to ensure delivery of the APHR recommendations?
- Establishment of Health and Wellbeing Board task and finish group which will have an assurance role for the delivery of the recommendations.