

Best Start

Positive trends

- Contact rates across all of the core Health Visiting services are very high locally and are improving. 100% of mothers received a New Birth Visit by Health Visitors within their first 30 days of giving birth and approximately 90% within 14 days.
- Throughout the last decade infant death rates in North Lincolnshire have remained either below or in line with national rates.
- The teenage pregnancy rate has continued to decline, and is in line with the national rate for the first time in almost 20 years.
- Breastfeeding initiation in North Lincolnshire (66.5%) has continued to rise in 14/15, although the regional (69.9%) and national (73.3%) rates remain higher.
- Vaccination uptake rates at 12 months remain above the national target of 95% and above regional and national rates. All local rates at 2 and 5 years are higher than nationally and are similar to or higher than the regional average.
- During the autumn term 2014, 74% of eligible 2 year olds accessed their free education place, which is higher than national average. In the same period there were 98% of 3 and 4 year olds accessing their free education place.
- There has been a positive trend in the proportion of Early Years providers being judged good or better.
- Four out of five child minders and non-domestic childcare settings (e.g. nurseries) had been judged good or outstanding by the end of November 2014.

- The age profile of the looked after child population continues to show an increase in early identification and intervention. The proportion of looked after children under four years of age is 20% locally, compared to 23% nationally.
- All Children's Centres receiving an Ofsted inspection to date (11 of 12) have achieved a good outcome.
- Children whose first language is other than English achieving a good level of development aged 5 has increased from 36% in 2013, to 56% in 2014. This is higher than the national average. The gap between children whose language is other than

English, narrowed from 20 percentage points to 10 percentage points.

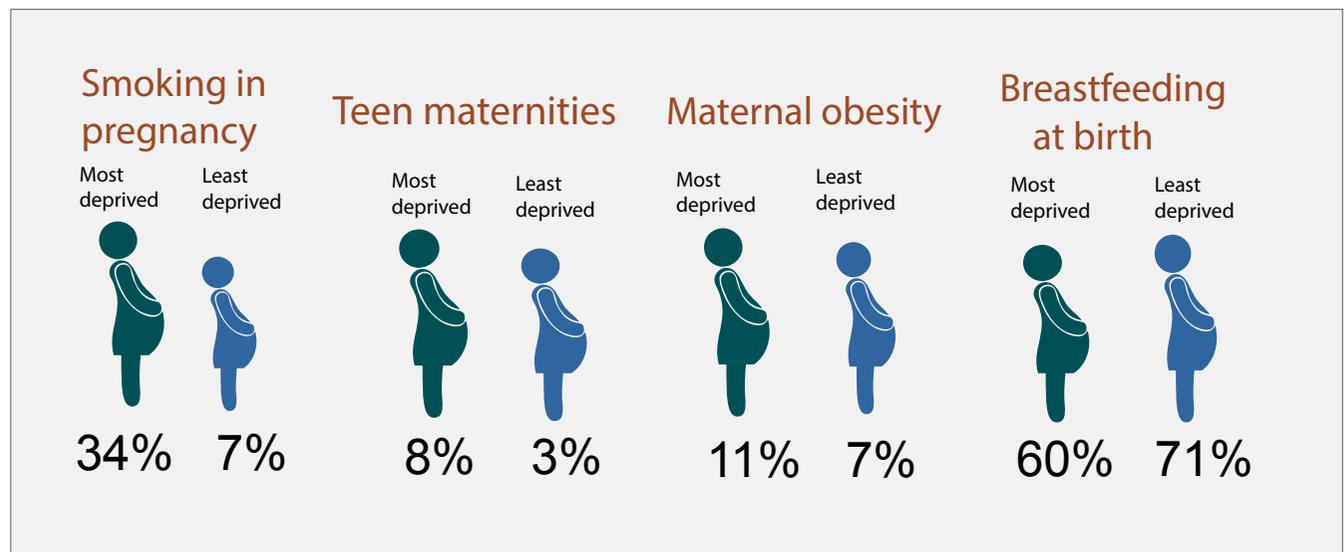
- The gap between the proportion of Free School Meal (FSM) eligible children and non-FSM children, aged 5 years, achieving a good level of development also narrowed locally, from 22 percentage points in 2013, to 15 percentage points and is now lower than the national average (19ppts).
- There has been a significant increase in the number of Early Help Assessments undertaken, indicating a positive trend in the identification and provision of early help to children and families.



- Dental health outcomes for 5 year olds in North Lincolnshire are significantly better than national rates. This is in large part due to the fluoridation of the water supply for the majority of the population. Residents living to the west of the river Trent do not have the benefit of fluoridated water.
- 87% of pregnant women are booked in with a midwife within 12 weeks of pregnancy, a rate similar to the regional and national average (2014/15).
- The proportion of low birth weight full term babies in North Lincolnshire (2.6%) is in line with the national average, having been significantly higher in 2011.
- The proportion of children reaching a 'good level' of development' at 5 years of age has increased from 65% in 2014, to 70% in 2015, and is higher than the national average (66%). The gap in achievement between the lowest and highest achievers has also narrowed to 29%, and is lower than the national gap (32%).
- Emergency hospital admission rates for under 1s with gastroenteritis are above average in North Lincolnshire, as are A&E attendances for under 5s.
- Maternal obesity, (i.e. a BMI of 35+ at time of booking in) in North Lincolnshire is almost twice as high as the England average (8.8% compared to 4.9%) for 14/15. Of these, 3.2% were morbidly obese, compared with 2% nationally.
- The percentage of women with smoking status at the time of delivery in North Lincolnshire (19.2%) remains above the national average (11.4%), with rates as high as 39% for younger pregnant women.
- The proportion of 5 year olds with identified special educational needs (SEN) but without a statement achieving a good level of development rose to 22%, a rate similar to the national average (21%). However, the gap with their peers widened to 66% and is substantially wider than the national gap (50%).
- The proportion of pre-schoolers registered and seen within Children's Centres has risen from 65% in 2012/13 to 2014/15 (71%). This still leaves over a quarter of under 5s who are not registered or seen.
- A predicted increase in the numbers of children, including infants, with disabilities and complex health needs will require services to respond accordingly.
- Nationally it is estimated that 1 in 7 children under the age of 18 are exposed to domestic abuse during childhood. This is a factor in the majority of serious case reviews across the country into child deaths as a result of suspect abuse or neglect, and is a significant factor in the majority of children subject to a child protection plan. Early identification and intervention during prenatal, postnatal and early years is therefore of great importance.

Challenging trends

- There are substantial inequalities in infant and maternal outcomes between the least and most affluent areas of North Lincolnshire. For almost all risk factors and outcomes relating to Best Start there is a marked gradient with worse levels in the most deprived areas.
- Higher birth rates in the most deprived wards, combined with higher levels of risk factors and poorer outcomes in these areas will likely present a challenge to services.



Key priorities

- The birth rate has levelled off in recent years and is in line with national trends. Birth rates are highest in areas of higher deprivation and amongst black and minority ethnic (BME) communities including South Asian and Eastern European migrants.
- Reducing pre-conception and antenatal risk factors such as smoking in pregnancy, maternal obesity and late booking for antenatal services, and focussing on reducing geographic inequalities will improve outcomes.
- Maintaining the recent increase in breastfeeding rates amongst local women and improving continuation of breastfeeding as local rates remain considerably lower than the regional or national average.
- Preventing children in North Lincolnshire becoming overweight or obese.
- Sharing information across those working with families in the early years to ensure that those in need of early help and support are identified early by all professionals working with families and young children.
- Addressing the needs and narrowing the gaps in levels of 'good development' amongst the growing population for whom English is an additional language, as well as pupils with SEN.
- Maintaining our high levels of registration with Children's Centres, especially in our most disadvantaged areas.
- Achieving greater integration of services for children and their families to improve parenting capacity and emotional wellbeing.
- Addressing the coexistence of parental mental illness, substance misuse and domestic abuse, which represent a constellation of risks for children and young people.
- Maintaining the rise in early help in Early Help Assessments and targeted interventions which support families to prevent the need for statutory intervention and builds upon their strengths to achieve positive outcomes across all local partners.



- Mental ill health in pregnancy and in the first year of life is estimated to affect between 10-20% of women nationally and locally, with an estimated 12% requiring intervention.
- 23% of children aged 4-5yrs in North Lincolnshire are classed as overweight or obese (2014/2015) compared with 21.9% regionally and nationally.
- The proportion of women continuing to fully or partially breastfeed at 6-8 weeks remains low compared to the national rate.
- North Lincolnshire has one of the lowest levels of NHS dental provision in the country and the lowest per 100,000 population in the region.

New for 2016

- Breastfeeding Peer Supporters have implemented a visit at 48 hours post discharge to support women in the early days of breastfeeding and to try and improve the continuation rates.
- We are in the process of training new breastfeeding peer support volunteers to set up and support breastfeeding cafes across NL; it is hoped this will support continuation rates.
- Introducing monitoring on breast feeding rates at 10-14 days
- Babes café Volunteers at Ashby Children's centre shortlisted for community Champions award
- Children's Centres health visitors and maternity Services were awarded the Stage 2 UNICEF Baby Friendly Initiative. All services are working together to gain the final stage 3 award.
- The commissioning of health visiting services transferred to the local authority in October 2015, providing the opportunity to commission an integrated 0-19 service based on the population needs in the future.
- Pilot of integrated 2-2.5 year checks was completed and rolled out across North Lincolnshire now completed.
- Introduction of Children's Centre Registration Forms in the Personal Held Child Health Record (red book) .

Key gaps in knowledge

- Data on breastfeeding rates at 10-14 days to better identify when women stop breastfeeding.
- Precise data on the prevalence and needs of children with disabilities and complex health needs and their families.
- Data regarding breast feeding prevalence at 6-8 weeks for 2013/14 and 2014/15 due to local and national data validation issues.
- Data on the implementation of integrated 2-2.5yr checks and the ability to track children's progress.

Useful weblinks to evidence

[CHIMAT child and maternal health profiles](#)

[Health and wellbeing](#)

[Evidence people](#)

[Children's centre profiles](#)

[Locality and ward profiles](#)

[Inequalities profiles](#)

[Infant mortality and stillbirths](#)

[Healthy and unhealthy weight in children](#)

