

## Appendix A

### Buckinghamshire Joint Health and Wellbeing Board Strategy: Start Well – Maternity and Early Years Action Plan

<b>Action 1: To reduce the proportion of women who smoke during (and after) pregnancy in Buckinghamshire</b> <b>Rationale:</b> Smoking is a key driver of health inequalities and smoking during pregnancy can harm the health of both mother and baby. <b>Health and Wellbeing Board Performance Hub Metric:</b> % smoking status at time of delivery					
Ref	Action	Lead	Dates	Baseline	Progress data
1.1 – reduce the number of women who are smokers when they become pregnant.	Pre-conception health and service access/awareness pilot project targeting women of child-bearing age who are either a) of younger age, or b) from Black/Asian communities, and c) who live in Opportunity Bucks wards.	Buckinghamshire Council (BC) Public Health and Buckinghamshire Healthcare NHS Trust (BHT) Maternity	2023-2025	6% of women smoking at antenatal booking (21/22 fingertips data)	Scoping phase underway including meetings between BC public health and community organisations.
1.2 – increase the proportion of pregnant women who smoke that are identified, referred to smoking cessation services and who are ultimately successful in quitting smoking.	Improve the skills and resources available to midwives to identify and refer eligible women to smoking cessation services. <ul style="list-style-type: none"> <li>- Ensure the availability and use of carbon monoxide monitors at booking appointments</li> <li>- Provide “Make Every Contact Count” (MECC) training particularly to community midwives located in opportunity Bucks wards; specialist teenage, perinatal mental health and safeguarding midwives who work predominantly with women at risk of health inequality).</li> </ul>	BHT Maternity	2023-2025	30% at antenatal booking. 0% at 36 weeks pregnant.  80% of community midwives received MECC training pre pandemic.	Carbon monoxide monitoring was discontinued during the pandemic. It is now routinely taking place at antenatal booking and 36 weeks of pregnancy. Quarter 1 23/24 data demonstrates an improvement in compliance by >60% at pregnancy booking and 65% at 36 weeks pregnant.  Community midwives’ team has evolved. MECC training rollout is being planned for all non compliant staff, overseen by the Healthier Pregnancies Steering Group.

	Recruit 2 maternity tobacco dependency advisors to support women's quit journeys.	BHT Maternity	2023-2024	No baseline data available.  Smoking cessation referral data available from June 2023.  Quit rate data available from December 2023.	One tobacco dependency advisor has been appointed; the other post is currently still vacant.
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<b>Action 2: To improve school readiness in Buckinghamshire children, especially among the most deprived communities</b>					
<b>Rationale:</b> School readiness, allowing to children to make the most of their education, is a key factor allowing young people to escape poverty. <b>Health and Wellbeing Board Performance Hub Metric:</b> % of children achieving at least expected levels on their 2-2.5yr developmental assessment in the most deprived areas					
Ref	Action	Lead	Dates	Baseline	Progress data
2.1 – improve uptake of the 1 year and 2 year integrated review by families in deprived areas.	Undertake a deep dive into reasons why parents may decline, or just not participate with the universal integrated review offer at one and two years with a focus on Opportunity Bucks wards.	BHT Health Visiting	2023	Year 1 integrated review attendance 76% (21/22) and 72% (22/23). Year 2 integrated review attendance 75% (21/22) and 66% (22/23) Target 85%	Deep dive underway.
2.2 – increase uptake in the Ages and Stages questionnaire with a focus on families in deprived areas.	Maximise the uptake of the Ages and Stages Questionnaire. - Proactive approach to engaging families in the questionnaire process,	BHT Health Visiting	2023	Year 1 ASQ 73.9% Year 2 ASQ 68.6%	Work is ongoing by the children and young people team who are focusing on access to ASQ particularly in the levelling up wards

	particularly families in Opportunity Bucks wards.				
2.3 – improve data collection and sharing on early years development and inequalities.	Pilot a new data collection template.	BHT Health Visiting	2023-2025	The current data system does not facilitate the kind of data sharing that would allow for targeted catch-up programmes to be put in place.	Work is ongoing at BHT to move towards the collection and sharing of ASQ3 data by deprivation and other demographic factors.
	Make improvements to the Rio data system.				
	Work towards granular data sharing on Ages & Stages Questionnaire (AQS3) uptake and outcomes with BC.				
2.4 – improve communication/referral to BC Early Years Education Team.	Improve early years notification referral from health visiting.	BHT Health Visiting/CYP team	2023-2025	No baseline data available.	Work in progress to improve process between health visiting and BC Early Years Education Team.
2.5 – increase and sustain the rate of Education and Health Care Plans (EHCP)	Achieve the target for Education and Health Care Plans (EHCP) assessment. <ul style="list-style-type: none"> <li>- Co-production of ECHP's</li> <li>- Improved timeliness of the community paediatric input to EHCP's</li> </ul>	BHT Health Visiting/CYP team	2023-2025	Current waiting time 27 weeks. Target 8 weeks.	Work is already ongoing as part of the SEND written statement of action
2.6 – improve the support available for families in deprived areas to help their children develop the social, communication and problem-solving skills needed to get the most out of their education.	Maximise the uptake and quality of early years education in the areas of greatest need. <ul style="list-style-type: none"> <li>- Proactive approach to contacting eligible families who are not currently taking advantage of funded places</li> <li>- Support and further education bursaries targeted to early years</li> </ul>	BC Early Years Education team	2023-2025	The percentage of eligible children in funded early education places 90.3% in Spring 2022	Work was already ongoing by the Early Years team to maximise uptake of funded placements. There has been a 4% increase to 94.3% in Spring Term 2023.

	settings in Opportunity Bucks wards.				
	Expansion of the Family Links parenting programme offer to improve access and capacity in Opportunity Bucks wards.	BC Public Health and Family Support Service	2023-2024	The programme includes the “Little Talkers” course which supports parents with their children’s language development, but demand is higher than current capacity.	

<p><b>Action 3: To increase the proportion of babies that are breastfed from birth until at least 6 to 8 weeks old</b></p> <p><b>Rationale:</b> Breastfeeding is a key factor in improving child health and reducing obesity.</p> <p><b>Health and Wellbeing Board Performance Hub Metric:</b> Proportion of babies that are breastfed or receive human milk from birth until at least 6 to 8 weeks old.</p>					
Ref	Action	Lead	Dates	Baseline	Progress data
3.1 – improved support for women to initiate and maintain breastfeeding.	Maternity, neonates and paediatrics to work towards stage 2 Baby Friendly Initiative (BFI) Accreditation.	BHT Maternity, Paediatrics and Neonates	2023-2025	BHT maternity and neonates have achieved Level 1 BFI accreditation.	Baby Friendly Initiative Stage 2 assessment in BHT Maternity currently paused due to staff changes, targets continue to be a focus.
3.2 – increase the number of babies admitted to the neonatal unit who are breastfed or receive human milk in the first 24 hours of life	Sustain mat/neo safety improvement project to increase uptake in term babies.	BHT Neonates	2023-2025	55% Target 80%	Mat/neo sip project to increase uptake of breastfeeding/human milk in term infants launched in 22/23. There has been a 7% increase to 62% in term babies receiving human milk on

	Embed pre term optimisation care bundle to increase uptake in babies born before 34 weeks gestation.			69.1 % of babies had all elements of the care bundle (21/22) Target 100%	admission to the neonatal unit but a further 18% increase is required.  Care bundle officially launched in practice 22/23 There has been an increase 11.3 % to 80.4% of babies receiving all elements of the care bundle.
3.3 – increase the number of babies who are discharged from the neonatal unit who are breastfeeding or receiving human milk	Implement British Association of Perinatal Medicine (BAPM) maternal breastmilk project to increase the number of babies less than 34 weeks gestation at birth discharged receiving human milk or breastfeeding at discharge.	BHT Neonates	2023-2025	No baseline data. Data will be available from September 2023.	New national initiative. Infant feeding data in neonates is not currently recorded separately for term and pre 34 week gestation babies. Project due to launch July 2023
3.4 – increase the number of babies breastfeeding at 6- 8 weeks old	Health Visiting to work towards achieving sustainability BFI award.	BHT Health Visiting	2023-2025	BHT Health Visitors have achieved Level 3 BFI accreditation.	Previous target of 56% achieved for the last two years. Target to be revised as part of 0-19 healthy child programme contract – provisional Trust target of >60%