

EXECUTIVE MEMBER REPORT TO COUNCIL **Wednesday 30th March 2016**

STRONGER FAMILIES

1. Best Beginnings Launch

Mums and dads-to-be across the South Tees are set to benefit from a new set of resources to help them from pregnancy into parenthood. Middlesbrough Council and Redcar and Cleveland Borough Council have joined forces with the South Tees Hospitals NHS Foundation Trust to launch resources developed by the parent and child charity Best Beginnings at both Middlesbrough and Redcar Children Centres.

The four main resources consist of: Baby Buddy, the personalised smartphone app; From Bump to Breastfeeding, a set of DVDs following real mothers' experiences of feeding; Small Wonders, supporting the care of sick or premature babies; and Baby Express, a month-by-month magazine covering the first year of a baby's life.

The free resources aim to help mums and dads-to-be with all the information they need to give their new baby the best start in life. They have been developed with input from parents, health and early years' professionals, including the Department for Health and the Royal College of Midwives.

The Baby Buddy app has already proved to be a success in other areas in the country: over 56,000 people have downloaded the app since its launch in November 2014, with 88% of mums questioned saying it helped them feel closer to their baby; the From Bump to Breastfeeding films have been viewed by over two million families since 2008, with 99% of mums who watched it before their baby was born saying they found it useful; Small Wonders films are being used in 85% of UK hospitals with neonatal units; and Baby Express has been shown to improve early relationships and child development, and supports the Healthy Child Programme.



2. Improving Quality in Early Years Settings

As part of the Delivering Differently School Readiness Programme, a range of training opportunities has been offered to Middlesbrough's Private, Voluntary and Independent

Childcare Providers. This will support the sector to ensure that Middlesbrough children continue to access high quality early years provision.

The training modules are over several days and support Early Years Practitioners to provide high quality experiences for children in their setting, using a variety of techniques to inspire, explore and reflect on current practice. Early Years staff are given the opportunity to examine the importance of child development when assessing and planning for children's next steps while also exploring appropriate ways to support this learning. Practitioners will also gain a greater understanding of the importance of embedding home learning into their everyday practice.

To date 30 of the 33 settings in Middlesbrough are booked to attend the above training and of those delivered so far, the feedback has been positive.

3. First Annual Youth Council for Middlesbrough Schools

Two pupil members from each elected School Council attended the First Annual Youth Council for Middlesbrough Schools. This was held in the Council Chambers at Middlesbrough Town Hall on the 2nd March 2016.

The focus of the Youth Council was be for all schools to meet together along with Middlesbrough's elected UK Youth Member of Parliament Ben Carr, who delivered his first manifesto in the role. This session was an opportunity for pupils to reinforce their knowledge of the democratic process and elements of citizenship which are incorporated in the social, moral, spiritual and cultural awareness guidance from the Department of Education.

In addition, there was a session delivered on Prevent awareness with a particular focus around online safety to reduce the risk of radicalisation and extremism. A competition for all schools was also held to create a Prevent theme poster for either, reducing or reporting hate crime or being safe on line from radicalisation. This engagement with the local authority Prevent will support schools to meet "The Prevent Duty" and can be included on the schools risk assessment as part of their action plan.

4. Stronger Families Apprentices

Stronger Families welcomed five new Children and Young People Workforce Development Apprentices to the service. The apprentices started on 1st February and their apprenticeship will last for two years. Of the five apprentices, four are Middlesbrough residents and they will be completing their NVQ level 3 in Children and Young People's Workforce development through Middlesbrough College.

The apprentices are currently working alongside experienced members of staff to learn more about different areas of service delivery including; home visits, children centre activities, youth clubs, work in schools and family case work. Their enthusiasm and interest in the work is fantastic to see, each one of them clearly has a role to play in the service.

The qualification they are working towards will give them a wide range of skills and a breadth of knowledge to equip them for future employment opportunities either within the Council or with other employers.



5. Early Help Hub

There has been a change to how we manage referrals into Early Help to ensure we are in the best position to get help and support to children, young people and families at the time they need it most, and tries to prevent escalation of problems.

An Early Help Hub (EHH) was established in November 2015. The EHH provides a single point of access and multi-agency co-ordination for Early Help across Middlesbrough, it has a central recording system and direct access to a range of partner agencies to support this work. The EHH sits alongside the Children's First Contact team which provides the 'front door' to services and professionals seeking help and guidance about children in need and those who may be at risk of harm. Early Help describes a range of services from the voluntary sector to schools, health, and other statutory services who work individually or collectively to undertake assessment of children and family's needs (Early Help Assessment).

The EHH provides a co-ordinated and timely response to families; it offers information advice and guidance to professionals and families, it signposts to partner agencies who are best placed to support children and families and to practitioners across the Stronger Families service including cases 'Stepped down' from specialist services who may need additional time limited support. All these practitioners complete an Early Help Assessment with the family and develop a multi-agency support plan, Team Around the Family (TAS).

Since November 2015 to date the EHH has dealt with 616 contacts for families (991 children) of these 22% were managed within the EHH; 52% were signposted to Stronger Families and 21% were signposted to partner agencies.

STRONGER COMMUNITIES

6. Prevent

Following recent discussions with the Home Office around Workshop for raising Awareness of Prevent (WRAP 3 training), Middlesbrough have been offered the chance to be involved in a pilot for the Diversity Identity Core Engagement (DICE) workshop. The workshop has been developed to help identify extremist behaviour and raise awareness of the issues around radicalisation and how vulnerable individuals can be identified and supported. The course is designed to supplement WRAP and support staff to administer the Prevent Duty. The DICE session will take place at the end of March and be attended by Middlesbrough Operational Prevent Group (Bronze Group), Youth Offending Service representatives and Prevent leads from neighbouring authorities.

7. E-Cins.

The E-Cins multi-agency ASB case management system is now live in Middlesbrough Council. The system will allow staff from partner agencies such as the police and health services to jointly case manage individuals and cases in real time. The system can also be used to task partner agencies staff when needed and will focus on cases of ASB initially. In the longer term it is hope this system will be used in cases involving Domestic Violence, Hate Crime and the Troubled Families programme.

8. Developing Partnership Working

The Street Wardens, CCTV and Cleveland Police continue to improve their working partnership by combining resources to reduce crime and anti-social behaviour across the town. By working closely together there have been some recent excellent results in the number of arrests made by the Police by working alongside CCTV to monitor and report suspects involved in incidents at the earliest opportunity. In addition the Street Wardens and CCTV have also strengthened their partnership and have recently worked together to address issues involving anti-social behaviour within the town centre, this work has seen a decrease in offending from some of the main perpetrators.

9. Homelessness

£20,000 has been secured by Middlesbrough Council to enable frontline homeless officers to carry out homeless prevention work with customers, and achieve speedier resolutions to any issues around accommodation and threatened homelessness. The fund, managed by Thirteen group, will allow homeless officers to creatively tackle instances of homelessness, and thereby prevent an escalation of crisis.

10. Domestic Violence

The recently appointed Domestic Violence Operational Coordinator has now commenced work within the Council. The post, which is funded by the Cleveland Police & Crime Commissioner, is a fixed term post until end December 2017, and the role has been developed specifically to prevent and tackle domestic violence, as identified in the Preventing Domestic Abuse Strategy 2015. This includes an identified action of working with local schools and colleges to ensure that young people are aware of healthy relationships, unacceptable behaviour and where to gain information, advice and support on the issue if needed.

Work has also commenced on achieving the White Ribbon Town Award; the White Ribbon Campaign (and Award) is based upon a delivery framework which takes a coordinated community response model approach to talking Violence Against Women and Girls, and suggests the involvement of a wide range of agencies including local schools and colleges, sports and leisure clubs, music venues, and traditional services such as Police and the housing and support sector.

The campaign actively seeks to involve men and boys, including senior representatives within participating organisations in the campaign as ambassadors for their organisations who will participate in up to 4 events each year, including White Ribbon Day (25th November); International Women's Day (8th March); International Day Against Homophobia & Transphobia 17th May; and, Memory for Victims of Honour Based Violence 14th July. All male members of participating organisations would be asked to sign a pledge to support the campaign.

11. Selective Landlord Licensing

The SLL scheme came into force on 1st January 2016. Support has been made available to those affected by the scheme, including landlords required to apply for licenses. To date SLL scheme officers have supported 316 property licence applications. It is hoped the scheme will contribute to the overall improvement in the area and that staff and the community will work proactively to tackle environmental and anti-social behaviour issues in the area.

Inspections into properties have also commenced, and include a Housing, Health & Safety Rating Scheme check by Environmental Health officers, licence compliance checks by Selective Licensing officer, and questionnaires conducted by Early help officers to look at the support and wellbeing needs of the tenants living in private rented properties.

12. Troubled Families

The Troubled Families Team have recently completed the 1st year of Phase 2 of the programme (2015- 2020) and have improved the lives of 116 families.

The programme focuses on families with additional complex needs and then identifies and coordinates work with families to improve their outcomes.

A recent initiative has involved the team working with Cleveland Police to develop a Tees Valley approach for identifying families with complex needs which are of particular concern to the police. To assist with this work a Police Officer has been nominated to work within the Troubled Families team and the work has already seen some of the most vulnerable families in the town receive additional support.

Work with HMP Holme House & HMP Low Newton prisons is also now well developed and due to the work of the seconded prison officer all Troubled Families' offenders who leave custody to return to their family are now assessed and monitored to ensure their needs are addressed before release to reduce the chance of reoffending. This work has been further strengthened by the addition of Troubled Families funding to provide a parenting programme within the prison.

13. Middlesbrough Environment City - Warm and Healthy Homes Project

MEC has commenced the Warm and Healthy Homes project, through a grant of £75,000 from the British Gas Energy Trust. The project will equip vulnerable people in Middlesbrough with knowledge and practical measures to save energy and stay warm in their homes. It will run until December 2016.

The project will provide a series of awareness sessions, improving knowledge of energy efficiency, tariff switching and the health effects of cold damp homes. These sessions will be aimed particularly at people over 65, those suffering from cold weather exacerbated illnesses, people with dementia and their carers, people with sensory loss and mobility issues, patients being discharged from hospital and BME, asylum seeker and refugee communities.

Participants attending the sessions will also receive simple home energy efficiency and safety measures. These will include LED lights, reflective radiator panels, tamper proof boxes for thermostatic controls, draught proofing, thermostatic radiator valves, timers, memory aids, carbon monoxide alarms and cold alarms.

The project will also involve recruiting and training front line staff and community volunteers to deliver general energy awareness advice, identify those in fuel poverty and make referrals for additional support.

In the first month the project has already provided advice and support to 24 residents through 5 awareness sessions. Further information on the project can be obtained from Middlesbrough environment City on (01642) 243183.

PUBLIC HEALTH

14. Tackling Obesity in Middlesbrough

Middlesbrough Environment City (MEC) has been working with public health to scale up the provision of healthy eating /cooking sessions across Middlesbrough. MEC has engaged six very different settings across Middlesbrough and are working in partnership with the staff and volunteers to identify how each setting can provide healthy eating and cooking sessions that meet the needs of their service users and surrounding communities. The settings include Linthorpe Children's Centre working with families with young children; Know Your Money working with young people up to 25 years; The Holistic Centre in James Cook University Hospital who provide a full range of services for cancer patients and survivors of cancer and their families; Aapna Services at the International Centre who provide day care and support for the elderly south Asian community; North Ormesby Hub working with the community and Investing in People and Culture who provide support to asylum seekers and migrants.

A whole range of courses and services have been developed and delivered including Cooking on a Budget, Slow Cooker sessions, Train the Trainer Healthy Cooking and Food Hygiene. The latter course provides a Level 2 nationally recognised qualification in food hygiene which participants have been keen to qualify in.



In the bid to tackle obesity and inactivity each setting is also being encouraged to look at how they can encourage their service users to become more physically active, with some settings developing community gardens and others training volunteers as walk leaders or cycle champions.

The work is being evaluated by Teesside University with a view to developing the project and engaging and supporting more organisations to see how they can contribute to tackling obesity in Middlesbrough.

15. Improving Breastfeeding in Middlesbrough: Best Beginnings – Breastfeeding Impact Study

The national child health charity, Best Beginnings, works to help end child health inequalities across the UK by focusing on the period from before a child is born to their second birthday where the foundations of a healthy life are laid. They have developed a series of resources that can be used to support organisations and staff to improve breastfeeding outcomes.

South Tees were successful at applying to be one of the study areas for the north east of England. The aim of the study is to enhance existing breastfeeding interventions/parenting programmes, provide data to inform further locality-based research proposals and actively support the following frameworks:

- UNICEF Baby Friendly Initiative

- Healthy Child Programme (health visiting and school nursing services)

Middlesbrough Council are supporting the co-ordination of the project and associated resources. Other partners are releasing staff to act as Resource Leaders, who will then train their own colleagues around the process and how to support mothers in Middlesbrough and Redcar and Cleveland with the additional resources. To date, about 20 resource leaders from Middlesbrough and Redcar & Cleveland have been recruited from across Maternity Services, Health Visiting, and Children's Centres who have now been trained to inform and support their colleagues about the programme and embed into everyday practice.

The free resources aim to help mums and dads-to-be with all the information they need to give their child the best start in life. They have been developed with input from parents and health and early years' professionals, including the Department for Health and the Royal College of Midwives.

16. Cervical Screening Campaign

The Middlesbrough cervical screening campaign developed in partnership with NHS England, has recently been evaluated which showed some positive examples of good practice and an upward trend in coverage rates for screening across the town.

One of the key successes has been the engagement of GP practices and the implementation of a 'No Fear' concept within the 7 practices involved in the pilot phase. This has allowed new practice measures (such as changes to appointment systems, proactively following up non-attenders and opportunistic screening) to go hand in hand with community awareness raising to ensure barriers to attending regular screening are dealt with.

The staff screening clinic set up at James Cook as a direct result of the campaign has also been highlighted as a key success. Aimed at removing a key barrier around access to screening appointments around working hours, particularly for those who work shifts, the on-site clinic aims to allow staff to access an appointment at a time that suits them. During the first 3 months of the clinic, 48 women had been screened (the vast majority of whom were overdue). Of these women 3 have received abnormal results with 1 woman being referred for subsequent treatment.

In terms of raising awareness, the campaign reach has been multi-faceted with a mix of promotional activity and community development work including posters, leaflets, radio adverts, social media, bus adverts, supporting local events and training community champions with key messages around cervical screening to allow these to be passed on within the community.

The targeted approach of the campaign, designed around insight from local women and developed to meet the needs of the communities it is aimed at, has proved successful and is a model that will be used for similar public health campaigns, particularly around cancer prevention.

The campaign will continue on an ongoing basis with an annual refresh and reinvigoration in June (in line with the national cervical screening awareness week). Middlesbrough public health are working closely with NHS England to take forward the recommendations from the evaluation which will include further targeting of GP practices

and the extension of the hospital staff clinic (including the provision of an additional clinic at the Friarage hospital site).

A regional meeting will be held by NHS England in March to bring together public health representatives from the North and Cumbria to present the findings of the Middlesbrough cervical screening evaluation as best practice with the potential of rolling out the same model and materials to other areas.

