

## Appendix 1. Equally Well: Best Start in Life

Progress report to HWBB – November 2022

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Actions	Responsibility	Short-term outcomes	Progress update	KPIs / outcomes
<p>Develop and deliver a model for Family Hubs</p> <p>Consult and publish the Start for life offer.</p> <p>New NHS LTP Tobacco Dependency model will be implemented by quarter 4.</p> <p>Reducing Parental Conflict training is rolled out to frontline staff</p> <p>Implement the new breastfeeding strategy</p> <p>Review supply of healthy start vitamins especially for families eligible for the free scheme</p> <p>Effective implementation of Revised EYFS</p> <p>2 Matters – promote the award for settings working with funded two-year-olds with more vulnerable children.</p>	<p>Best start in life (BSIL) steering group (multi-agency)</p> <p>Northumbria Healthcare NHS Foundation Trust</p> <p>Early Help (NTC)</p> <p>All partners (Breastfeeding Strategy Delivery Group)</p> <p>School Improvement Early Years (NTC)</p> <p>Early Help / Early Years (NTC)</p>	<p>Families have seamless access to information and support</p> <p>Reduction in smoking in pregnancy</p> <p>Increase uptake of healthy start vitamins especially for families eligible for the free scheme</p> <p>Practitioners’ confidence and ability to provide support for parents in conflict will be improved</p> <p>Increase in breastfeeding in our more deprived communities.</p> <p>More children achieving a good level of development at the 2-2.5 year health and development review.</p> <p>More children achieving a good level of development at the end of reception</p>	<p>Former Children’s Centres (Riverside, Shiremoor and Howdon) are operating as Family Hubs and the model is developing and expanding.</p> <p>Launched the Baby Breathe Pilot aimed at helping women who quit smoking during pregnancy to stay smoke-free.</p> <p>Parental conflict training has been successfully rolled out to 360 frontline practitioners.</p> <p>The new breastfeeding strategy was launched and actions including Best Start peer support groups were established with VODA.</p> <p>Access and uptake to vitamins and the healthy start scheme have improved following a local review. Families in financial hardship supported.</p> <p>The 2 Matters award has been widely promoted across eligible settings who support our most vulnerable children.</p>	<p>Across our most disadvantaged areas we will see:</p> <ul style="list-style-type: none"> <li>• Increase in the rates of breastfeeding</li> <li>• Reduction in smoking in pregnancy</li> <li>• More children achieving a good level of development at the 2-2.5 year health and development review.</li> <li>• Good level of development at age 5 with free school meal status (%)</li> </ul> <p><b>Community Engagement and mobilising community assets</b></p> <p>Consultation on the Start for Life offer and Family Hubs.</p> <p>VCSE will be a critical conduit for disseminating the start for life offer</p> <p>Delivery of the Breastfeeding Strategy includes peer support</p> <p><b>Links to other priorities</b></p> <p>Needs a dotted line to ‘Ensuring a healthy standard of living for all’ workstream.</p> <p>Addressing family poverty</p> <p>Healthy Standard of Living for All: parents/ carers are in secure employment or in training</p>