

## Children, Families and Maternity e-bulletin

**October 2012**

**Edition 73**

Gateway Ref: 18255

### **This edition's headlines**

NHS Information Service for Parents – more and more parents sign up	Page 2
Stillbirths in the West Midlands – 2011 update	Page 3
Healthy Start vitamin distribution from April 2013	Page 3
Children and Young People's Outcomes Forum	Page 4
New ChiMat JSNA Navigator	Page 5
Development of ePortal for Children and Young People's Mental Health	Page 6

### **Contents**

[Maternity](#)  
[Healthy Child Programme and Early Years](#)  
[Child Health](#)  
[Vulnerable Children](#)  
[Ill and Disabled Children](#)  
[Children and Young People's Mental Health and Emotional Wellbeing](#)  
[Conferences and Events](#)  
[Sources of information](#)  
[Feedback and Contributions](#)  
[Join the distribution list](#)

## Maternity

### NHS Information Service For Parents – more and more parents sign up

The new NHS Information Service for Parents got off to a great start with over 70,000 parents signed up to the service by October 2012.

From May 2012, parents-to-be and new parents who sign up have been receiving regular emails, videos and texts, about pregnancy, the first few weeks of their baby's life and beyond.

The service provides information covering a wide range of issues for parents including how a baby develops, finding antenatal preparation, improving their own health, breastfeeding, immunisations, where to get help and advice and much more. There are also over 100 short videos featuring experts giving advice, and real parents sharing tips.

Parents can sign up [online](#) or via SMS for text messages.

For more information, please see the [fact sheet](#) for health professionals.

To order wallet cards that you can give to mothers please go to [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk) or the DH Orderline 0300 123 1002 quoting reference 2900132. For information on downloading the sign-up widget and adding it to your website please email [support@informationserviceforparents.nhs.uk](mailto:support@informationserviceforparents.nhs.uk) or call 0845 458 0159.

### Whooping cough and pregnancy

Following a rise in the number of cases of [whooping cough](#) in young babies, the Chief Medical Officer, Professor Dame Sally Davies, has announced that pregnant women will be offered vaccinations to protect their newborn babies.

Expectant mothers can help protect their babies by getting themselves vaccinated against whooping cough from week 28 of their pregnancy.

Department of Health has produced a [leaflet](#) that describes the problem and what women need to do to help protect their unborn baby from this serious disease. To order copies of this leaflet visit: [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk) or phone: 0300 123 1002 Minicom: 0300 123 1003 (8am to 6pm, Monday to Friday)

## Stillbirths in the West Midlands - 2011 Update

Office of National Statistics has released data showing a significant decrease in stillbirth rates in West Midlands, while national rates have remained essentially unchanged. As a result, West Midlands stillbirth rates have, for the first time in 50 years, fallen to below the national average.

Analysis of the regional database has demonstrated that this improvement is due to significant reductions in stillbirths with intrauterine growth restriction. This has been mainly the result of co-ordinated efforts to implement protocols and training for better antenatal detection of fetal growth problems. Earlier awareness enables referral of at risk babies for appropriate investigation and timely delivery. Such deliveries are usually at relatively mature gestations, and do not result in increased neonatal mortality.

The report is available for download from [here](#). This report, together with an overview of the work which has led to these improvements, will be presented at a special PERINATAL FORUM on 'Improving safety in pregnancy: maintaining the momentum' - 7 November 2012, 6-8pm at the Perinatal Institute, Birmingham. For more information about the forum, please contact Claire Hallahan via email: [claire.hallahan@pi.nhs.uk](mailto:claire.hallahan@pi.nhs.uk)

[Back to contents](#)

## Healthy Child Programme (HCP) and Early Years

### Healthy Start vitamin distribution from April 2013

Healthy Start is a UK-wide scheme that provides vouchers that can be used to buy basic foods. Women and children receiving vouchers are also sent coupons that can be exchanged for Healthy Start vitamins locally through PCTs.

From April 2013 regulations will be amended to make it the responsibility of the NHS Commissioning Board, Clinical Commissioning Groups and local authorities (where they commission and/or provide child health clinics or maternity services) to arrange the provision of vitamins.

The new arrangements aim to build on existing good practice, ensure increased availability and encourage take up. In early 2013 DH will issue supporting information for commissioners and health professionals.

To find out more about arrangements for Healthy Start vitamins from April 2013 click [here](#) and to find out more about Healthy Start vitamins click [here](#)

## Age 2 - 2 ½ Integrated Review FAQs

‘Supporting Families in the Foundation Years’ commits to exploring an integrated review for children at aged 2 – 2 ½ to be in place in 2015, bringing health and education together by combining the Healthy Child Programme 2 – 2 ½ year review and the Early Years Foundation Stage Progress Check at age 2.

Department of Health and Department for Education are working together on developing this integrated review, and a Development Group of health and education experts along with five Development Sites (taken from Phase 1 Health Visitor Early Implementer Sites) has been considering the complex issues around integration and is working to develop models for testing in 2013.

FAQs on the integrated review have recently been published on the Foundation Years website at the following [link](#)

[Back to contents](#)

### Child Health

#### Children and Young People’s Health Outcomes Forum

The Department of Health is working with the new health organisations as well as the Royal Colleagues and others to agree the Forum recommendations that can be taken forward immediately, and in the longer term. This will form the Implementation Plan - a co-produced work plan for all those working to improve children and young people’s health outcomes.

The implementation plan will form part of the new children and young people’s health outcomes strategy. Christine Lenehan, co-chair of the Forum, has been appointed a non-executive director of Healthwatch England, the national organisation established to ensure the everyone’s voice – including children and peoples – is heard within local areas. Healthwatch will have a vital role in informing the production of JSNAs, local health strategies and CCGs commissioning plans.

#### Making the Link Engaging with parents and families

The Child Accident Prevention Trust (CAPT) has produced a topic briefing on how to engage with parents and carers and promote messages on child accident prevention, published on the Making the Link site.

For parents, keeping their children safe is a very high priority, so engagement might seem like an easy task – but the reality is much more complex. The guide is an essential how-to guide for practitioners to help them understand and navigate a range of barriers that can hold people back from fully engaging with child safety.

For further information click [here](#)

## **New ChiMat JSNA Navigator – Children and Young People gives easy access to data**

The new ChiMat *JSNA Navigator – Children and Young People* takes you directly to data on children and young people, which you may find useful when undertaking Joint Strategic Needs Assessments (JSNAs) and Joint Health and Wellbeing Strategies. The tool signposts data about your local community while placing it in a wider context and allowing you to compare your area with others.

By using this tool, you can make sure that your planning is fully informed and based on the best available data.

Visit the ChiMat website for more information by clicking [here](#)

## **Learn more about accidents in your local area by reading ChiMat's new Accident Prevention Report**

Accidents are a major health issue for children: injuries in and around the home are the most common cause of death in children over the age of one. Looking at this report will help you gain a better understanding of unintentional injuries for children in your local area. The report includes information about deprivation; electrical safety; smoke alarms; fire and rescue service activity; domestic and other violence; road injuries; falls; and burns and scalds.

Visit the ChiMat website for more information – [www.chimat.org.uk](http://www.chimat.org.uk)

## **Implementing evidence-based programmes in children's services: key issues for success**

On 27 September the Department for Education published guidance for implementing evidence-based programmes in children's services.

Across the government in England there is an increasing trend towards promoting programmes that have been rigorously evaluated and have a strong evidence base. This research brief brings together the latest international thinking about the key issues relating to the implementation of evidence-based programmes in children's services, utilising both published work and expert opinion.

The aim is to provide a summary of issues that should be considered and planned for by those beginning to implement a new programme in children's services, in order to increase their chances of success.

Click [here](#) for a link to the brief and [here](#) for the report.

[Back to contents](#)

## Vulnerable Children

[Back to contents](#)

## Ill and Disabled Children

[Back to contents](#)

## Children and Young People's Mental Health and Emotional Wellbeing

### The Children and Young People's Improving Access to Psychological Therapies Project (CYP IAPT)

For an update and an overview of the CYP IAPT project please [click here](#) to the latest CYP IAPT Newsletter

The Department of Health CYP IAPT team is on a shortlist of three for the change management category of the Civil Service awards. There were a total of 780 nominations for the awards and we are very pleased for everyone who has been involved to have got this far.

For more information please click [here](#)

### Development of a new ePortal for raising awareness and training in children and young people's mental health

The Department of Health is funding the development of an ePortal for children and young people's mental health. It will comprise different e-learning training modules targeted at different groups of staff – those working on non-health services (teachers, faith workers for example) those working with children and young people in health settings as well as those working in CAMHS. extend the skills, knowledge and awareness of staff working directly with children and young people, including:

DH is now funding two groups – a Consortium (comprised by the RCPCH, RCGP, RCN, RCPsych, BPS, NCB and YoungMinds) and the British Association for Counselling and Psychotherapy to develop the ePortal which will be ready by 2014.

Further information can be found by clicking [here](#) or by contacting Eleanor Keech at [eleanor.keech@dh.gsi.gov.uk](mailto:eleanor.keech@dh.gsi.gov.uk)

[Back to contents](#)

## Conferences and Events

[Back to contents](#)

## Sources of Information

### The Sexual Health Balanced Scorecard

The South West Public Health Observatory, working with the Health Protection Agency and other partners, has published a substantial update to the Sexual Health Balanced Scorecard. The scorecard is a key source of sexual health information for public health professionals, commissioners and providers of sexual health services in England. The 2012 update includes a new local authority version of the tool and updates to existing PCT indicators. Interactive maps and charts enable flexible comparisons to be made regionally and nationally across indicators relating to teenage pregnancy, abortions, contraception, sexually transmitted infections and other relevant issues.

For further information please click [here](#) or contact [info@swpho.nhs.uk](mailto:info@swpho.nhs.uk)

**Unless otherwise stated, guidance referred to in the bulletin has not been commissioned or endorsed by the Department of Health - it is evidence that organisations and professionals may find helpful in improving practice. The National Institute for Health and Clinical Excellence is the Department's provider of accredited evidence and guidance, which can be found on the Institute's website at [www.nice.org.uk](http://www.nice.org.uk)**

## Department of Health Publications

As part of our commitment to reducing costs, the email address used to order Department of Health publications (dh@prolog.uk.com) is now closed.

Orders for publications can still be placed through the online shop - [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk) - which is available 24 hours a day, 7 days a week, or the Publications order line (0300 123 1002; Minicom 0300 123 1003), which is open from 8am to 6pm, Monday to Friday. You can also check the availability of Department of Health publications, or the status of existing orders, through the online shop. If you do not have access to the Internet, then please call the publications order line.

[Back to Contents](#)

### Feedback and Contributions

Do you have suggestions for improving the content of the bulletin? Please email [cfmbulletincontributions@dh.gsi.gov.uk](mailto:cfmbulletincontributions@dh.gsi.gov.uk) with your suggestions.

Gateway Ref: 18255

Do you have a news item or an event you wish to publicise in the next edition of the e-bulletin? If so, please send your copy to [cfmbulletincontributions@dh.gsi.gov.uk](mailto:cfmbulletincontributions@dh.gsi.gov.uk) by 5pm on 3 December. Your copy should be in the following format:

- 1) Title
- 2) Text up to 100 words with main message to start, followed by relevant key messages
- 3) Web link/s to relevant web page/s - **please ensure the links work**
- 4) Main contact point/source

[Back to contents](#)

### Join the Distribution List

Over 3,000 people receive the e-bulletin. Please send any changes to your contact details and/or details of new personnel to [cfmbulletincontributions@dh.gsi.gov.uk](mailto:cfmbulletincontributions@dh.gsi.gov.uk) with 'Add to Distribution' in the subject line.

Please include name(s), full contact details and the date of any changes.

#### Details

Last name:

First name:

Title (Mr, Mrs, Ms, Dr):

Job title:



Organisation:  
Organisation type (e.g. NHS trust, PCT, etc.):  
E-mail:

[Back to contents](#)