

**THIS ITEM IS FOR INFORMATION ONLY**

**(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)**

<b>Title of meeting:</b>	Health and Wellbeing Board
<b>Subject:</b>	Children's Public Health Strategy
<b>Date of meeting:</b>	7 July 2021
<b>Report by:</b>	Helen Atkinson
<b>Wards affected:</b>	All

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**1. Requested by**

**2. Purpose**

- To inform the Board of the work to develop a new Children's Public Health Strategy (2021-23).
- To outline the agreed short-term activities and long-term objectives.
- To seek views and opinions from the Board prior to the public launch of the strategy.
- To seek commitment from Board members that their organisations will support the delivery of the outcomes.

**3. Information Requested**

The most recent children's physical health strategy was published in 2018, with a 3 year action plan. The strategy has been governed through the Stronger Futures Board.

The revised strategy will sit as one of 5 key strategy documents which make up the Children's Trust Plan and will be governed through the new Children's Public Health Board.

The new strategy recognises that a great deal of good work has been done and that there are many examples of positive impact and improvements for children and young people's outcomes. However, many of the initially identified objectives have been the mainstay of improvement work in the City for many years and continue to be a challenge. These include obesity at the end of Years R and 6, chlamydia detection, conception rates for under 16's, weight of and smoking by pregnant women, children killed or seriously injured in road traffic accidents.

Our data is clear with regard to the areas of challenge we have as a system. The data is unlikely to have changed a great deal since the end of 2019. However, there is recognition

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that The Covid pandemic will have a long-lasting impact. We also consider where there is a place to reflect on this and how to take forward learning from working differently. The new, broader strategy seeks to go 'back to basics', to focus on long-term change. For example, we know that poverty is a key factor in predicting long-term outcomes and could focus on tackling this with regards to physical health. The strategy seeks to articulate the long-term impacts of fundamental changes to our approach and to describe:

- The 'game changers' - areas of focus which will secure long-term improvement in outcomes for children and young people
- The high expectations the whole system will have of itself in supporting change
- The commitment which the system, parents and others make to long-term change.

The strategy focuses on influencing commissioning activity in its broadest sense and the associated work streams across the system. It outlines what we should be doing and where, across a range of strategies and work streams - we articulate the 'ask' of others in driving forward improvements to children and young people physical health.

The strategy underpins the belief that the use of behavioural insights is important to securing the success. The ambition is to create a culture where using behavioural insights is everyday practice, allowing healthy behaviours to thrive across our population. At the heart of every physical health challenge lies multiple behavioural challenges (for the public and professionals). To address these challenges locally it is important for us to understand our target audience and the groups within that population.

The document has 8 short-term activity areas and 4 long-term ambitions:

- Perinatal mental health and infant SEMH
- Reduction of smoking
- Healthy weight of pregnant women
- Breastfeeding initiation
- Long-acting reversible contraception (LARC)
- Healthy weight at the end of Year R and 6
- Increase activity levels of children and young people
- Reduce the number of young people experimenting with and using substances long-term.

### ***Strategic priorities***

- A. **The best start** - As far as possible, all women and their partners make an informed decision about becoming pregnant; all women have access to opportunities which improve their physical and mental health throughout their pregnancy and into parenthood.

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- B. **Thriving parents** - In Portsmouth we believe that parents are key to helping children and young people achieve their very best. Parents will be supported to fulfil their role to the very best of their abilities, whilst taking responsibility for helping to create the city we all want our children to thrive in.
- C. **Reducing the impact of poverty** - For all families to have access to pathways and opportunities that support their child's long-term physical health, reducing the inequalities that exist as a result of poverty.
- D. **Healthy places and the built environment** - For all new plans and key decisions regarding the built environment and healthy place-shaping to have embedded within their process a focus on the physical health of maternity, children and young people.

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Signed by (Director)

**Appendices:**

Draft Children's Public Health Strategy



Draft Children's  
Public Health Strategy

**Background list of documents: Section 100D of the Local Government Act 1972**

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location