

MEETING Health & Wellbeing Board	AGENDA ITEM
MEETING DATE 21 June 2017	REPORT NUMBER ABS/004/17
SUBJECT ABSS Programme update	
REPORT AUTHOR Michael Freeston, acting Programme Director	
PRESENTED BY Michael Freeston	

SUMMARY

Since the last H&WB it has been confirmed by the Big Lottery Fund that the strategic direction and priorities for the programme have been agreed and that the programme is to continue for the next 8 years. The Partnership Board has agreed a range of new programmes for the 17-18 year and the development of a coproduction space in the SAVs building to support further the development of parental engagement with the programme.

RECOMMENDATIONS

Board members are asked to note progress and the current position.

1) GOVERNANCE

The Big Lottery Fund has approved formally the strategic direction and priorities for the programme 2017/18. They have also agreed, subject to continued successful delivery, the remaining 8 years of the programme. This is excellent news and testimony to the hard work and commitment of the Programme's partners and the ABSS staff team.

Big Lottery Fund have agreed the proposal to appoint a Non-Executive Chair for the programme. The Chair will provide strategic support to the ABSS Director and entrepreneurial leadership to the Partnership Board. S/he will share responsibility with the other members for the decisions made by the Board, for the success of the ABSS programme and be the public face of the programme across Southend, nationally and internationally. The role will be advertised on an 'expenses only' basis. The role will be advertised immediately on approval of the job description and person specification from BLF with appointment expected by September.

On request from Big Lottery Fund a Strategic Operations Group (SOG) has been established.

The Group comprises:

Andrea Atherton, Director of Public Health (Chair), SBC
Michael Freeston, Director of Quality Improvement, acting ABSS Programme Director, PSLA
Brin Martin, Director for Learning and Early Years, SBC
James Boxer, ABSS Interim Project Manager
Deborah Payne, ABSS subject matter expert Enhanced Health Child, EPUT
Barbara Goldberg, ABSS subject matter expert Diet & Nutrition
ABSS Programme Director (on appointment)
Active engagement from Neil Leitch & Simon Leftley
Chris Cuthbert, Director of Learning & Development, BLF – by invitation

The Group's draft remit (to be considered and agreed at its meeting on 22 June 2017) is to:

- Ensure the work of ABSS remains aligned with partnership provision in Southend, including the work of the Council
- Serve as a conduit between the Partnership Board and the operational programme teams for implementation of agreed Partnership Board strategy
- Offer assurance of alignment, implementation and impact of strategic development
- Ensure that PSLA and SBC fulfil their role as key accountable partners to BLF
- Ensure the actions of programme teams align with the overall ABSS and BLF strategy
- To offer evidence/assurance to BLF
- To monitor the outputs agreed with programme teams, focussing incrementally on those areas requiring additional attention and support
- To ensure delivery and implementation of Partnership Board commissions, and to propose activity to the Board where appropriate for their decision.

ABSS partners are reassured that the Group works on its behalf and is not a decision making body in itself.

2) FINANCE

Within the agreed budget is an approved amount to develop a coproduction space within the SAVS offices in Alexandra Street. This will provide a parent-friendly environment as a centre for meetings and also as a space to aid innovation and co-produced service design. As a central venue, located in the heart of one of the ABSS target wards it will support SAVS to encourage further parent engagement and coproduction across all our ABSS locations. Subject to the signing of necessary leases it is anticipated that the centre will be open for business in September. The ABSS programme team will also be moving to the SAVS offices. This will locate the project in the heart of the community. The lead in time and work on refurbishment of the ABSS team space is 6 weeks.

Recruitment of a full time Director will begin immediately on final approval of the job description and person specification by BLF. It is anticipated they will be in position by the autumn. A request has been made to BLF for various temporary roles to be secured to ensure the smooth running of the programme and its projects until the permanent roles are filled.

3) CO-PRODUCTION

Further to the presentation made to the H&WB in December 2016, SAVS have recruited and trained 11 Parent Champions to take active roles in engaging local parents and communities with ABSS. They have contributed actively and confidently to Partnership Board meetings and already influenced the direction of activities in some areas.

Parent and Ward forums are now established in central Southend (Victoria, Westborough, Milton wards) and Kursaal. Attention now focuses on setting up Ward and Parent panels in Shoeburyness and West Shoebury.

Parental input is now mandated as part of service design for new projects and there is a clear process to ensure that feedback from parents is at the heart of the design. All public-facing publications are required to achieve a 'parent approved' stamp.

The ABSS team will be attending ward forums and parent champion meetings over the next 3 weeks to get parental input into the design of 3 projects planned for delivery in 17-18:

- Peer led breastfeeding support
- Family focused GP services
- 3-4 month check (Introducing nutritious foods)

4) PROJECTS

Current Projects

The Programme Management Team (PMT) has designed and populated a 'Project on a Page' document for each project, to enable staff and partners to understand the current status of each project, at a glance. It sets out the what, where and how of each project, plus key contacts, cost and current delivery milestones.

Given the immediate resourcing situation in the PMT, lead responsibility for projects has been shared across the wider team and the role of the sole Project Manager has been refocused to have a greater enabler / support function to these colleagues. Partners are requested to note this arrangement and to ensure that project leads from their respective organisations have sufficient capacity to carry out this responsibility over the next few months and until a permanent team is recruited.

There are 14 projects in the current portfolio: 9 direct delivery and 5 enablers.

<p>Direct Delivery: Baby Buddy & Small Wonders (paused) Family Nurse Partnership (ADAPT) Crèche Services C & L Development - Let's Talk Family Focused GPs Southend Early Autism Support (SEAS) ABSS Work Skills Project HENRY FRED Fathers Reading Every Day</p>	<p>Enabler: Infant Feeding Programme Workforce Development Enhanced Healthy Child Programme (eHCP) The Bank (Preventomics) Perinatal Mental Health</p>
---	--

Details and status of these are included in the attached 'Project on a Page' document.

New projects

There are 6 Diet and Nutrition projects proposed for 2017/18. These were presented to the Big Lottery Fund (BLF) for approval in February 2017.

Feedback was received on 3rd April giving approval or requesting that projects are paused. This feedback is presented on the next page.

The new Diet and Nutrition projects for 2017/18 are:

- Breastfeeding Peer Support
- Introducing Nutritious Foods
- Breast feeding and diet and nutrition integrated advice
- Co-production
- Parenting Programme (currently paused by BLF)
- Midwifery Outreach (currently paused by BLF)

New project for 2017/18	BLF Comments 030417
<p>Breastfeeding Peer Support Recent research indicates that breastfeeding initiation rates in Southend are approximately 61%, but that by 6 weeks, breastfeeding prevalence reduces to 24%. This implies that mothers may be lacking the support to continue breastfeeding, in the context of WHO and UNICEF guidance suggesting exclusive breastfeeding until 6 months is the preferred target. Supporting mothers to initiate and sustain breastfeeding aligns with one of the key outcomes of the ABSS concept and the peer support element of this speaks to the aims of engaging hard-to-reach populations.</p>	<p>This is approved to proceed to service design pending strengthening of the service design approach.</p>
<p>Introducing Nutritious Food Groups in deprived areas may require more support than the general population to provide infants with appropriate nutrition. Parents may benefit from specific advice regarding timing of the introduction of complementary foods and fluids, discouragement from adding food or sugar to bottle feeds, the value of continued breastfeeding and baby-led weaning. The provision of evidence-based advice through universal channels plus contacts by health visitors, and signposting to on-line material should ensure that first-time mothers receive advice in accordance with the most current scientific guidance, overcoming the negative effects of ill-informed advice often supplied by family and friends.</p>	<p>Has the potential to be a valuable innovation to help reduce the risk of early weaning. This is approved to proceed to service design pending strengthening of the service design approach.</p>
<p>Breastfeeding & Diet and Nutrition Integrated Advice First-time mothers will benefit from consistent information and guidance to support the development and sustainability of healthy lifestyle behaviours. Individuals may also engage with guidance and support through a range of delivery methods. This project offers the benefit of an electronic signposting system to resources accessible not only to parents but to other carers, early year's practitioners and health professionals, compounding the benefit of consistency. It also fills a gap in delivery methods which are currently predominantly delivered by discussion or written material. Adopting a life-course approach, benefits may be seen in infant and maternal nutrition as well as general guidance on healthy eating habits offering the promise of long-term benefits.</p>	<p>This has potential. Pre-service design further work to be done to test the concept including what has been learnt from Start4Life and the Sugar app and how this will fit with their existing work with Baby Buddy. This is approved to proceed to concept testing.</p>

<p>Co-production The provision of a parent focussed agile environment as part of a central Co-production centre designed with parents and a number of satellites in the wards. Each satellite to provide a meeting space and access to Diet and Nutrition ABSS branded information. Parents' Co-production Centre and ABSS ward satellites with the culture and environment conducive to enabling parents to deliver to their fullest potential. ABSS Central Information Hub supporting a range of satellite information points to promote Parents volunteering, Parent Champions and Diet and Nutrition information. An established community ABSS focused place to run the Innovations Grant process to be run by parents from the Hub and satellites. A place to provide integrated training for the ABSS workforce.</p>	<p>Co-production Centre and Satellites - this is a positive innovation and key to parental engagement in the programme. This is approved to proceed to service design pending strengthening of the service design approach.</p> <p>Innovation Grant - paused until BLF have assurance that current activity is being delivered well and decisions made by the partnership for the programme are eligible and represent value for money. To be revisited once SAVs activity and the new partnership approach is embedded and working well.</p>
<p>Parenting Programme Provides an opportunity to educate parents-to-be in aspects of diet and nutrition with a focus on preparation for parenthood, rather than the birthing experience. This aligns with UNICEF guidance that the provision of information and support in pregnancy can impact positively on children's lives and that the engagement of fathers-to-be may provide support for mothers when deciding about breastfeeding. In addition, this is an area for which empirical evidence is lacking therefore providing an opportunity to test and learn.</p>	<p>It is unclear if this is a parenting programme to be developed from scratch or an evidence based programme to be implemented. This service to be paused until the overall strategy has been reviewed.</p>
<p>Midwifery Outreach Proposal A co-ordinated approach by health professionals, delivering healthy lifestyle behaviour programmes and advice. Will be integrated with antenatal breastfeeding advice, resulting in an intervention providing benefits from the perinatal period through to toddler age groups. The universal approach, rather than a tier 2 intervention, enhances the preventive aspect of the activity.</p>	<p>Has the potential to be an effective service however we know that midwifery services are stretched and will need evidence that there is capacity for this work to be done by midwives before proceeding. To be revisited once evidence that midwifery can deliver what is being proposed is received by BLF (paused).</p>