
Report to Clackmannanshire Council

Date of Meeting: 19 December 2013

Subject: Early Years Collaborative

Report by: Chief Executive

1.0 Purpose

- 1.1. The purpose of this report to bring Council up to date with the Council's and Clackmannanshire Alliance's involvement in the Early Years Collaborative (EYC) which was launched in January this year.

2.0 Recommendations

- 2.1. It is recommended that Council notes the Council's and the Alliance's engagement in the Early Years Collaborative and the positive impact of that engagement to date.

3.0 Considerations

- 3.1. A delegation from Clackmannanshire Council and the Clackmannanshire Alliance, along with 750 people from all 32 community planning partnerships in Scotland, attended the start of the Early Years Collaborative in January this year.
- 3.2. Further to that launch, the local partnership agreed a number of practical actions under three workstreams which were intended to effect a positive impact on the achievement of a range of outcomes for children and families.
- 3.3. The three workstreams are:
- 1) Conception to 1Year which aims to ensure that women experience positive pregnancies which results in the birth of more healthy babies;
 - 2) 1 year to 30 months which aims to ensure that 85% of all children within each Community Planning Partnership have reached all the expected developmental milestones at the time of the child's 27-30 month child health reviews;
 - 3) 30 months to starting Primary School which aims to ensure that 90% of all children within each Community Planning Partnership have reached all the expected developmental milestones at the time of the child starts primary school.

- 3.4 There is also a fourth workstream, Leadership, which is about championing the aims of the Collaborative and facilitating organisational engagement in it. Within the Council, at officer level the Chief Executive is the champion and at elected member level, the Convenors of the Education, Sport & Leisure Committee and the Housing, Health & Care Committee are champions.
- 3.5 The underpinning methodology of the EYC is fairly simple and it focuses on testing a range of small measurable changes which, if successful in improving outcomes on a small scale, are rolled out more widely to achieve broader impact. Since the launch of the EYC in January, each community planning partnership has been testing its own locally determined actions under each workstream.
- 3.6 At the end of October the third national two day session of the EYC took place in Glasgow, attended by around 800 delegates from across Scotland, took place to review and share progress since January and to enable community planning partnerships to consider how the effective practice which has emerged from the EYC can be further developed.

4.0 Considerations - Clackmannanshire Activities & Impacts (May-Oct)

- 4.1. The session of the EYC are attended by a number of representatives of Alliance partners, including the Council, NHS Forth Valley, Police Scotland and the voluntary sector.
- 4.2. The activities which have been taken forward from January under each workstream include:

Workstream 1 - aim - at least 80% of pregnant women in Clackmannanshire will have booked in for antenatal care by their 12th week of pregnancy.

Workstream 2 - aim - to increase the uptake of healthy start vitamins at Alva Medical Practice and Tullibody Health Centre.

Workstream 3 - aim - health visitors will know when speech and language therapy cases for pre school children are closed and a clear reason will be given for closing the case. This will enable discussions on how these children can be further supported to improve speech, language and communication.

Workstream 4 - aim - raise awareness of the EYC and encourage buy in. Specific actions included: article in Grapevine, development of section on Clacksweb, media release on the EYC and local developments

- 4.3. The test to increase uptake of healthy start vitamins has been particularly successful in the above mentioned trial areas. The EYC methodology looks to 'scale-up' successes as confidence builds in tests. As a result, this particular test has been now been 'scaled-up' and rolled out across the whole of Clackmannanshire.
- 4.4. Another test that is reaping rewards is one looking to improve attendance at breast feeding support groups. This tracks number of mums attending the breastfeeding support group at Clackmannanshire Community Health Centre. The health visitor has been promoting the group by putting up posters, asking

maternity services to make new mums aware of the group etc. Figure 1 illustrates progress made.

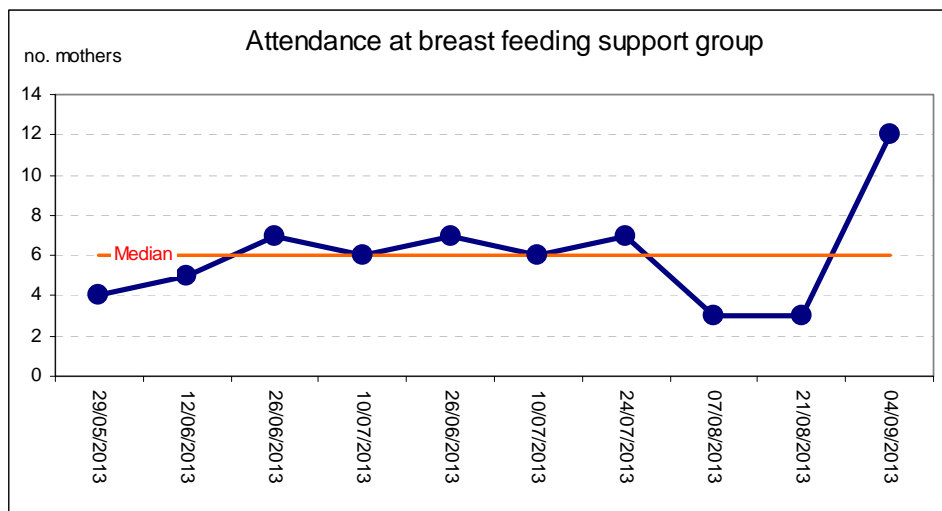


Figure 1

- 4.5. A further successful test is illustrated at Figure 2. This test tracks the proportion of women who are booked into maternity services by their 12th week of pregnancy. If women are booked in early, the health outcomes for their child improves because midwives can give advice on vitamin intake, healthy eating, smoking cessation and can identify drug/ alcohol problems. Maternity services at Forth Valley Royal have introduced several initiative to increase the likelihood of early booking in e.g. they have run a campaign to let mums to be know that they can book straight into hospital services without the need for GP referral, they have put posters in pharmacies and they have made improvements to their booking in telephone line.
- 4.6. There are also a number of new tests which are being trialled and for which data is not yet available. These are;
- Sports development and Alva Nursery School - a sports development worker is testing children in Nursery on their readiness for school. Simple exercises can be introduced for children who lack coordination skills, concentration skills etc
 - Value of children receiving a bedtime story - this is being run through the family centre and staff are encouraging parents who would not normally read to their children to introduce a bedtime story. Parents and children are being assessed for improved bonding, attachment etc.
 - Speech and language therapy and use of dummies - dummies can reduce a child's communication skills and speech pronunciation. The speech and language therapist is raising awareness and tracking results

Early Years Collaborative Clackmannanshire Oct 2013

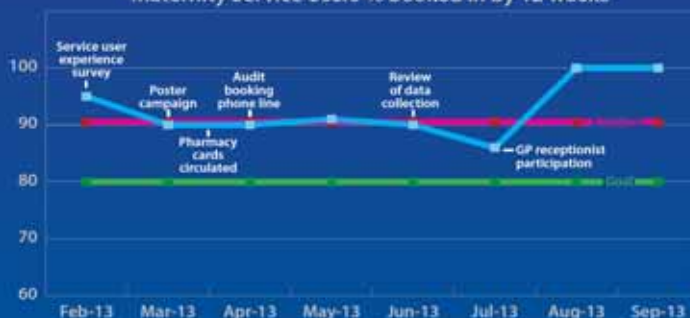
Workstream1

Aim

At least 80% of pregnant women will have been booked for antenatal care by the 12th week of pregnancy by December 2013 ensuring improvements in breast feeding rates and other important health behaviours



Maternity Service Users % Booked in by 12 weeks



Insights

- Maternity booking process required further development
- Public awareness of direct access to maternity services
- Staff engagement in EYC process
- Collaboration with all practitioners
- Benefits of partnership working to progress tests of change

Our Learning

- How to use the PDSA tool for quality improvement
- Gaining insight into the impact of change for all
- Learning from PDSA process
- Improved understanding of the role of partner agencies within Early Years

Next Steps

Next we will be testing...

- A new data collection process
- Increase stretch aim to 85% of pregnant women booked by 12 weeks gestation
- Update health care colleagues following LS3

Chief Executive Perspective
The importance of the early years collaborative

The Early Years Collaborative was set up before the summer of 2012 around 2000 women from across local authority and in Scotland spending time at the EYC, or in other settings, to ensure the earliest start which has been established as a key factor in improving outcomes for children and families locally. These have positive outcomes of various areas.

The various activities and as a result of the collaborative are being held in various areas of their work to address the early years. A further collaborative meeting is due in the future to ensure that all partners are able to be represented in the next of the meeting.

Claire Williams, Chief Executive

As featured in Grapevine employees' magazine Aug 13

Our Tips

- Continue to keep tests of change small and manageable
- PDSA reports /progress
- Develop/update an action plan to progress work
- Continue to support colleagues



Figure 2

- 4.7. A key theme of the EYC event in October was moving to the next stage by 'scaling up' test of change. As mentioned above, this process has already begun in Clackmannanshire, and will continue to develop over time.
- 4.8. To build capacity for 'scaling-up' senior officers involved in Workstream 4 - Leadership, are considering a number of possible developments, including:
- executive walkabouts - where senior leaders, from across the Alliance, and elected members would visit practitioners on site to learn more about tests of change and acknowledge and encourage staff to continue with their good work;
 - provide learning and development in the EYC methodology to a wider group of practitioners in Clackmannanshire, including council, health and third sector staff. This could be tied in to the Making Clackmannanshire Better pilot in Tullibody;
 - increased service user and stakeholder involvement and awareness.

Conclusions

- 4.9. The Early Years Collaborative continues to be a positive experience for Clackmannanshire. Changes in practice are showing direct benefits which should see improved outcomes in the course of time. The next challenge for leaders is to start to scale up the use of the methodology in a sustainable and manageable way. The next national EYC session is scheduled for the end of January 2014, when further progress will be reported by each community planning partnership.

5.0 Sustainability Implications

- 5.1. There are no direct sustainability implications arising from this report.

6.0 Resource Implications

6.1. *Financial Details*

- 6.2. There are no direct financial implications arising from this report.

- 6.3. Finance have been consulted and have agreed the financial implications as set out in the report. Yes ☐

- 6.4. *Staffing - there are no direct staffing implications arising from this report.*

7.0 Exempt Reports

- 7.1. Is this report exempt? Yes ☐ (please detail the reasons for exemption below) No ☒

8.0 Declarations

The recommendations contained within this report support or implement our Corporate Priorities and Council Policies.

- (1) **Our Priorities** (Please double click on the check box ☒)

The area has a positive image and attracts people and businesses	<input type="checkbox"/>
Our communities are more cohesive and inclusive	<input type="checkbox"/>
People are better skilled, trained and ready for learning and employment	<input type="checkbox"/>
Our communities are safer	<input type="checkbox"/>
Vulnerable people and families are supported	<input checked="" type="checkbox"/>
Substance misuse and its effects are reduced	<input type="checkbox"/>
Health is improving and health inequalities are reducing	<input checked="" type="checkbox"/>
The environment is protected and enhanced for all	<input type="checkbox"/>
The Council is effective, efficient and recognised for excellence	<input checked="" type="checkbox"/>

(2) **Council Policies** (Please detail) N/A

9.0 Equalities Impact

9.1 Have you undertaken the required equalities impact assessment to ensure that no groups are adversely affected by the recommendations?

Yes ☐ No ☒

10.0 Legality

10.1 It has been confirmed that in adopting the recommendations contained in this report, the Council is acting within its legal powers. Yes ☐

11.0 Appendices

11.1 Please list any appendices attached to this report. If there are no appendices, please state "none". NONE

12.0 Background Papers

12.1 Have you used other documents to compile your report? (All documents must be kept available by the author for public inspection for four years from the date of meeting at which the report is considered)

Yes ☐ (please list the documents below) No ☒

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Approved by

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