



Shropshire
Council

Children and Young People Needs Assessment

Chapter 3: Early Years (aged 0-4)

September 2024

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Introduction

The Children and Young People JSNA provides a detailed understanding of the needs of children, young people and families in Shropshire to inform the direction and development of local services, with a view to reducing health inequalities through identification, prevention and early intervention.

Due to the vast scope of this product, Shropshire's Children and Young people JSNA is structured as a 'JSNA pack', with individual chapters for each stage of the life course:

Core JSNA chapters

1. Population and context for children and young people
2. Maternity (pregnancy & birth)
3. Early Years (0-4 years)
4. School aged children (5-11 and 11-16 years)
5. Young people (16-19 years)

This chapter presents an overview of the health and wellbeing of babies, infants and children aged 0-4 across Shropshire. Other chapters are referenced throughout to refer to for certain insights and further information.

The period between conception and the age of 5 is recognized as having a significant influence on a person's life. The environment a baby experiences whilst in the womb and the first 2 years of life are particularly critical for cognitive, emotional and physical development, likewise, the health and mental health of parents at this time is also critical to family health and wellbeing.

Objectives

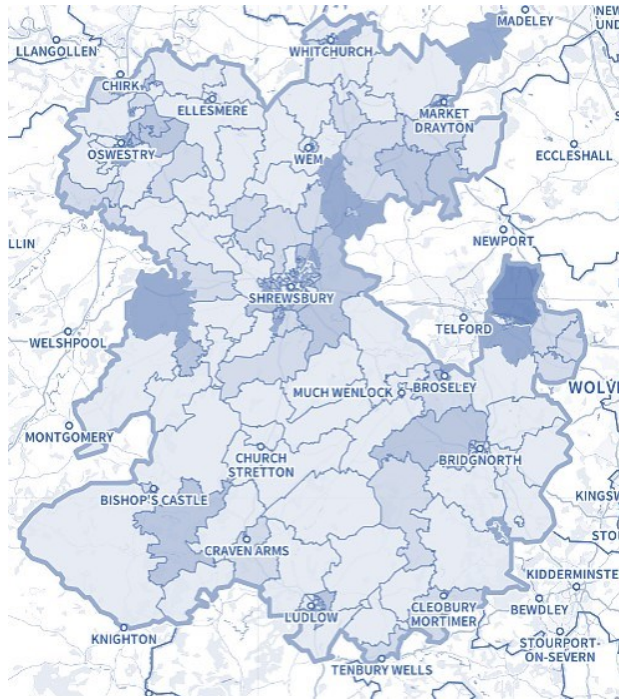
Given the broad range of needs and services for children under 5 years, this report is not an in depth review of any one specific service, but instead aims to provide an overview.

The objectives of this chapter of the Children and Young People's needs assessment therefore are to include the following:

- To describe the population profile of children under 5 and their families in Shropshire- please also see the Population and Context chapter
- To identify risk factors that impact on maternal, infant and child health outcomes - please also see the Population and Context chapter
- To provide an overview of the wider determinants of health and their impact on the under 5s and their families- please also see the Population and Context chapter
- To identify relevant national guidance and local policy in relation to early years
- To provide an overview of the health and wellbeing of under 5s
- To provide an overview of current service provision and assessment of outcomes including gaps in relation to domains impacting on early childhood outcomes; physical, psychosocial and emotional, cognitive and language development
- To identify vulnerable children, and/or at risk groups
- To identify gaps, barriers, and unmet needs in current service provision
- To provide evidence-based recommendations to ensure that the needs of 0-5 year olds are met in Shropshire

Executive summary

Early Years 0-4s Shropshire




Where do 0-4s live?


The colours represent the quintiles:

- 7% to 28%: 10 areas
- 6% to 7%: 22 areas
- 5% to 6%: 39 areas
- 4% to 5%: 40 areas
- 0% to 4%: 82 areas

14,423
aged 0-4
in 2021, an 8% fall
from 2011 (England
7% fall)

4.5%
aged 0-4
of Shropshire's
population
(England 5.4%)

 **2,567 live births** in Shropshire (2022)

 **37 infant deaths** during 2020-22, rate of 4.8 per 1,000 births

 **43 babies had low birth weight** in 2021, 1.8% of all births




Overall deprivation is low in Shropshire .513 or 3.6% of babies, infants and children aged 0-4 live in the top 5 most deprived areas (LSOAs) of Shropshire: Harlescote, Ludlow East, central Oswestry, Monkmoor and Meole Brace.



51% 49%
Male Female

3.6%

0-4s from ethnic minority groups in 2011, 567 children

290

0-4s with SEN support in 2022/23
(5.7% of all children <19 with SEN support in Shropshire)

 **2,033 new birth visits by 14 days**, 80.8% vs England 79.9% (2022/23)


 **49.0% infants breastfed** (provisional) at 6-8 weeks during Q4 2023/24 vs 52.0% England

 **105 hospital admissions for unintentional and deliberate injuries (0 to 4 years)**, 74 per 1k compared to 92 in England (2022/23)

 **2,690 per 1,000 emergency admissions (0-4 years)** 189 per 1k compared to 158 in England (2022/23)

 **68% achieving good level of development at the end of reception** in Shropshire, 67% England (2022/23)

 **22.1% reception aged children (4-5-year-olds) overweight or obese** England 21.3%

 **89.8% MMR vaccine coverage two doses in 2022/23**, target =>95%

Doing well

1. **Low birth weight of term babies** is falling over time
2. The level of School readiness: **percentage of children achieving at least the expected level in communication and language skills at the end of Reception** is steady and above to the national average
3. **Hospital admissions caused by unintentional and deliberate injuries** in children (aged 0 to 4 years) is below the national average and falling over time
4. **Uptake of Healthy Start Voucher Scheme** is rising in Shropshire, with the gap closing between those eligible and those taking up the offer
5. Local data (not yet validated) indicates an **improvement in 4 out of 5 health visiting mandated contacts**, with a rising trend compared to the previous year.
6. Largest improvement seen in % of children receiving their visit at 2- 2 ½ years
7. Qualitative information tells us that stakeholders feel our **multi-agency working and digital offer** are particular strengths in Shropshire

Areas of need (below the national average)

1. **Smoking status at time of delivery** is above the national average but the rate is falling over time.
2. **Infant mortality** – whilst similar to the national average, the rate in Shropshire has been rising since 2014-16. The same trend is seen for **neonatal mortality** with a steeper rise in infant mortality compared to neonatal.
3. **Emergency admissions (0-4s)** and under 1s, admissions for asthma (0-9s)
4. **Population Vaccination coverage: MMR two doses** (5 years old) is below the national target of 95% but has remained steady over time
5. **Breastfeeding prevalence** – is below the national average but steadily improving over time
6. Uptake of **healthy start vouchers**
7. **Proportion of children receiving a 12 month review by 12 months** : below the national average and requires improvement at 47% compared to 83% nationally. However, this rate has been improving over time. The reason for this low rate is due to reviews taking place before 15 months, with a rate of 86%. This is due to mainly due to the timing that the invites are generated and parental choice. The service have made changes to the system to generate earlier appointments to ensure that these are more frequently prior to the child's first birthday.
8. Child development: % of children **achieving a good level of development at 2 to 2½ years** is below the national average but is improving
9. Child development: % of **children achieving the expected level** in communication skills, gross motor skills, fine motor skills, problem solving skills and personal social skills at 2 to 2½ years
10. **Stakeholders report transport/access and face to face provision is a barrier for health visiting**
11. Rise in **looked after children** over time in Shropshire, with 0-4 year olds making up 24% of all children looked after in the county. Shropshire had a higher proportion of looked after children in the 1-4 year old compared to nationally.

Data caveat: the data period covered in this report coincides with the COVID-19 pandemic and national lockdowns (March 2020 onwards), therefore data may not be a true representation of the service's performance due to the substantial impact on service delivery. For mandated service delivery, virtual contacts were counted as valid for all data for 2020 to 2021 during the period of the pandemic response.

Policy and Guidance

Best Start for Life

The Best Start for life policy is a vision for brilliance in the 1,001 critical days from conception to age 2. Commissioned by the Prime Minister, and chaired by Rt Hon Andrea Leadsom MP, this vision was developed with input from families, professionals and academics.

The vision

The 1,001 critical days from conception to the age of two set the foundations for an individual's cognitive, emotional and physical development. Investing in this critical period presents a real opportunity to improve outcomes and tackle health disparities by ensuring that thousands of babies and families have improved access to quality support and services.

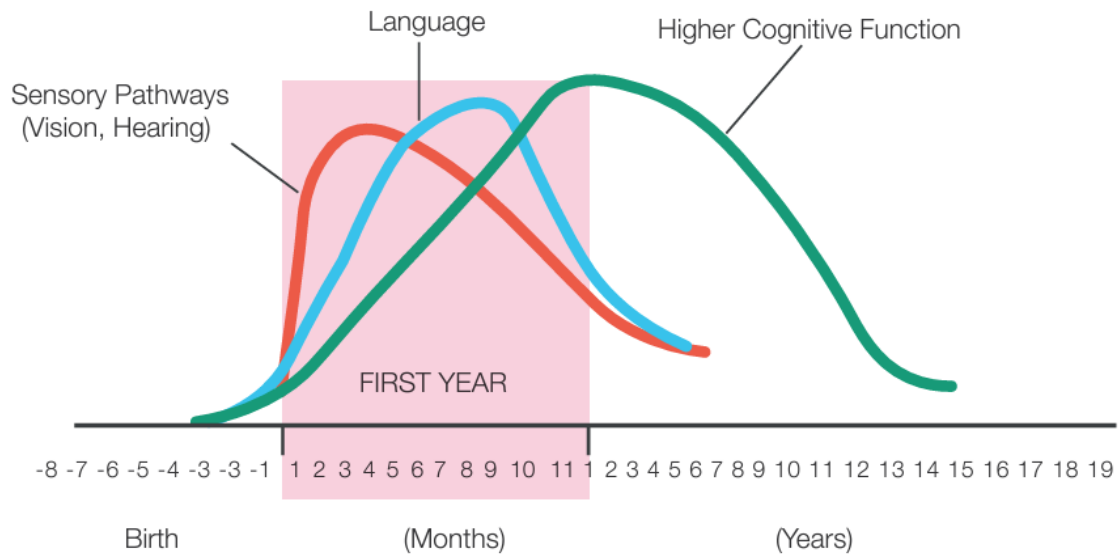
Developed as part of the early years healthy development review, this policy outlines 6 areas for action to improve the health outcomes of all babies in England.¹:

Action Areas
<i>Ensuring families have access to the services they need</i>
1. Seamless support for families: a coherent joined up Start for Life offer available to all families.
2. A welcoming hub for families: Family Hubs as a place for families to access Start for Life services.
3. The information families need when they need it: designing digital, virtual and telephone offers around the needs of the family.
<i>Ensuring the Start for Life system is working together to give families the support they need</i>
4. An empowered Start for Life workforce: developing a modern skilled workforce to meet the changing needs of families.
5. Continually improving the Start for Life offer: improving data, evaluation, outcomes and proportionate inspection.
6. Leadership for change: ensuring local and national accountability and building the economic case.

The policy highlighted the international, evidence-based agreement on the importance of the 1,001 critical days. During this time, our brains lay the foundations for the emotional health, physical wellbeing and social skills needed to live a healthy, happy life.

Figure 1: Human Brain Development from the Center on the Developing Child at Harvard University, available at <https://developingchild.harvard.edu/>

¹ <https://www.gov.uk/government/publications/phe-strategy-2020-to-2025>



Research shows that supporting babies' development can lead to lifelong benefits, including increased economic chances, longer life expectancy and reduction in crime.

Providing high quality services and support for babies is not only good for their lifelong potential, it can also reduce demand for public services by responding to risks early. Conversely, not dealing with issues at the earliest opportunity leaves individuals requiring more support later in life. This can be expensive. To give just one example, the Early Intervention Foundation estimated the cost of late intervention to be £17 billion a year in England and Wales.

To help minimise these costs and bring lifelong benefits to babies, Start for Life support must be focused on the right things and be well delivered. There are many services that all families rely on during the 1,001 critical days. These include midwifery, health visiting, infant-feeding support and perinatal mental health and parent-infant relationship support. Some families also require additional help across a range of areas such as smoking cessation, drugs and alcohol support, domestic violence reduction and debt and housing advice. Evidence points to several important areas that particularly impact a baby's health and development and where improvements in services are needed. This includes, but is not limited to, services that support breastfeeding, parent-infant relationships and perinatal mental health ².

The services that families currently receive.







There are many different services available to support families throughout pregnancy, as their baby is born and in the months that follow. Currently, a small number of services are offered to every new parent or carer – these include midwifery and health visiting services, which sit alongside those services available to everyone, like General Practitioners (GPs) and NHS 111.

Many local partners offer a broader range of services to all their families, but a significant number only offer additional services on a 'targeted' basis in response to need. These additional services include breastfeeding support, mental health support, smoking cessation and intensive parenting support. Local authorities, working with partner organisations and

² Best Start for Life: A Vision for the 1,001 critical days'
<https://www.gov.uk/government/publications/phe-strategy-2020-to-2025>

agencies, have a statutory duty to safeguard and promote the welfare of all children, including babies, in their area. All of these services are vital for ensuring every baby gets the best start.

The 6 Universal Start for Life services

 <p>Midwifery Midwives provide personalised support to families throughout pregnancy and labour.</p>	 <p>Health Visiting Health visitors work with other Start for Life professionals after childbirth in supporting families. They are responsible for the 5 mandated child development reviews.</p>	 <p>Parent-Infant Mental Health These services ensure that parents, carers and babies are forming a secure bond and, where needed, provide mental health and relationship support.</p>
 <p>Infant Feeding Infant feeding services support parents with feeding their babies, breastfeeding support and advice on nutrition.</p>	 <p>Special Educational Needs and Disability Special educational needs and disability services support disabled or seriously ill babies and their families.</p>	 <p>Safeguarding Safeguarding services seek to protect babies from abuse and maltreatment.</p>

Aims

The ambition of Best Start for Life is to help reduce inequalities and improve health outcomes for children and families across England to ensure all mothers experience good health before, during and after pregnancy and all children to have a happy healthy childhood³.

- reduced rates of infant mortality and low birthweight
- improvements in rates of key protective factors linked to better child health outcomes, such as maternal mental health and breastfeeding
- higher rates of childhood immunisation
- more children ready to learn by the age of two and ready to start school by the age of five
- lower rates of tooth decay and hospital attendances due to preventable accidents and illnesses

³ Public Health England's 5-year strategy

Health and Social Care Act 2012

The [Health and Social Care Act 2012](#) sets out local authorities' statutory responsibility for commissioning public health services for children and young people aged 0 to 19 years.

Public health services commissioned by local authorities form part of the 'whole system' of support for children and young peoples' health and wellbeing. Local authorities are well placed to ensure integrated commissioning and delivery with a wide range of stakeholders who provide support for physical and mental health and wellbeing, including the NHS and the voluntary and community sector, schools and colleges⁴.

The core public health offer

All families with babies are to be offered 5 mandated health visitor reviews before their child reaches 2 and a half years old. The early years reviews are offered to all families. However, this is not the extent of the health visiting service offer for families who may also require additional support from the health visiting team, for example feeding, child development, physical or mental health support.

The only mandated elements of provision for 5-19 services is the national child measurement programme at reception and year 6. However, there are opportunities to develop a framework of reviews based on evidence, intelligence, professional judgement and service user voice which provides opportunities to review health and wellbeing needs, support behaviour change and influence outcomes. This presents opportunities for bringing together a robust approach for improving outcomes for children and young people across both health and local authority led services for children and young people aged 0 to 19.

The core public health offer for all children includes:⁵

- child health surveillance (including infant physical examination) and development reviews
- child health protection and screening
- information, advice and support for children, young people and families or carers
- early intervention and targeted support for families with additional needs
- health promotion and prevention by the multi-disciplinary team
- defined support in early years and education settings for children with additional and complex health needs
- additional or targeted public health nursing support, for example, support for children in care, young carers, or children of military families

Healthy Child Programme

Good health, wellbeing and resilience are vital for all our children now and for the future of society. There is good evidence about what is important to achieve this through improving children and young people's public health. This is brought together in the [national healthy child programme 0 to 19](#).

The 0 to 5 element of the healthy child programme is led by health visiting services and the 5 to 19 element is led by school nursing services. Together they provide place-based services and work in partnership with education and other providers where needed. The universal

⁴ [Health and Social Care Act 2012](#)

⁵ [Best Start in life and beyond](#): healthy child programme 0 to 19

reach of the healthy child programme provides an invaluable opportunity from early in a child's life to identify families that may need additional support and children who are at risk of poor outcomes.

The healthy child programme provides a framework to support collaborative work and more integrated delivery. It aims to:

- help parents, carers or guardians develop and sustain a strong bond with children
- support parents, carers or guardians in keeping children healthy and safe and reaching their full potential
- protect children from serious disease, through screening and immunisation
- reduce childhood obesity by promoting healthy eating and physical activity
- promote oral health
- support resilience and positive maternal and family mental health
- support the development of healthy relationships and good sexual and reproductive health
- identify health and wellbeing issues early, so support and early interventions can be provided in a timely manner
- make sure children are prepared for and supported in all childcare, early years and education settings and are especially supported to be 'ready to learn at 2 and ready for school by 5

Being ready for school is assessed as every child reaching a level of development which enables them to:

- communicate their needs and have good vocabulary
- become independent in eating, getting dressed and going to the toilet
- take turns, sit still and listen and play
- socialise with peers, form friendships and separate from parents
- have good physical health, including dental health
- be well nourished and within the healthy weight for height range
- have protection against vaccine-preventable infectious diseases, having received all childhood immunisations

It also involves:

- continued support through school age years to help every child to thrive and gain maximum benefit from education, driving high educational achievement
- identifying and helping children, young people and families with problems that might affect their chances later in life, including building resilience to cope with the pressures of life

The Healthy Child Programme aims to bring together health, education and other key partners to deliver an effective programme for prevention and support. Whilst recognising the contribution of other partners, there will be some elements which require clinical expertise and knowledge that can only be provided through services led and provided by the public health nursing workforce, for example, health visiting and school nursing teams ⁶.

Shropshire Council recognises that giving every child the Best Start in Life is imperative to reducing inequalities across the life course.

⁶ [Best Start in life and beyond](#): healthy child programme 0 to 19

Healthy Child Programme: Pregnancy and first 5 years of life

Pregnancy and the first years of life are one of the most important stages in the life cycle. This is when the foundations of future health and wellbeing are laid down, and is a time when parents are particularly receptive to learning and making changes. There is good evidence that the outcomes for both children and adults are strongly influenced by the factors that operate during pregnancy and the first years of life. We have always known this, but new information about neurological development and the impact of stress in pregnancy, and further recognition of the importance of attachment, all make early intervention and prevention an imperative (Centre on the Developing Child, 2007). This is particularly true for children who are born into disadvantaged circumstances⁷.

The Healthy Child Programme offers every family a programme of screening tests, immunisations, developmental reviews, information and guidance to support parenting and healthy choices – all services that children and families need to receive if they are to achieve their optimum health and wellbeing.

The Healthy Child Programme is universal in reach. It sets out a range of public health support in local places to build healthy communities and to reduce inequalities. It also includes a schedule of interventions, which range from services for all through extra help to intensive support. The Healthy Child Programme is also personalised in response. All services and interventions need to be personalised to respond to families' needs across time. For most families most of this will be met by the universal offer.

The service model is based on 4 levels of service – community, universal, targeted and specialist, depending on individual and family need. The use of community-based assets is central to the universal offer, where health visitors and school nurses are well placed to identify and signpost to local community support. Contact points or universal health and wellbeing reviews can be utilised to identify needs and to develop a support offer or signpost to specialist services if required.

Effective implementation of the HCP should lead to:

- strong parent–child attachment and positive parenting, resulting in better social and emotional wellbeing among children;
- care that helps to keep children healthy and safe;
- healthy eating and increased activity, leading to a reduction in obesity;
- prevention of some serious and communicable diseases;
- increased rates of initiation and continuation of breastfeeding;
- readiness for school and improved learning;
- early recognition of growth disorders and risk factors for obesity;
- early detection of – and action to address – developmental delay, abnormalities and ill health, and concerns about safety;
- identification of factors that could influence health and wellbeing in families; and
- better short- and long-term outcomes for children who are at risk of social exclusion.

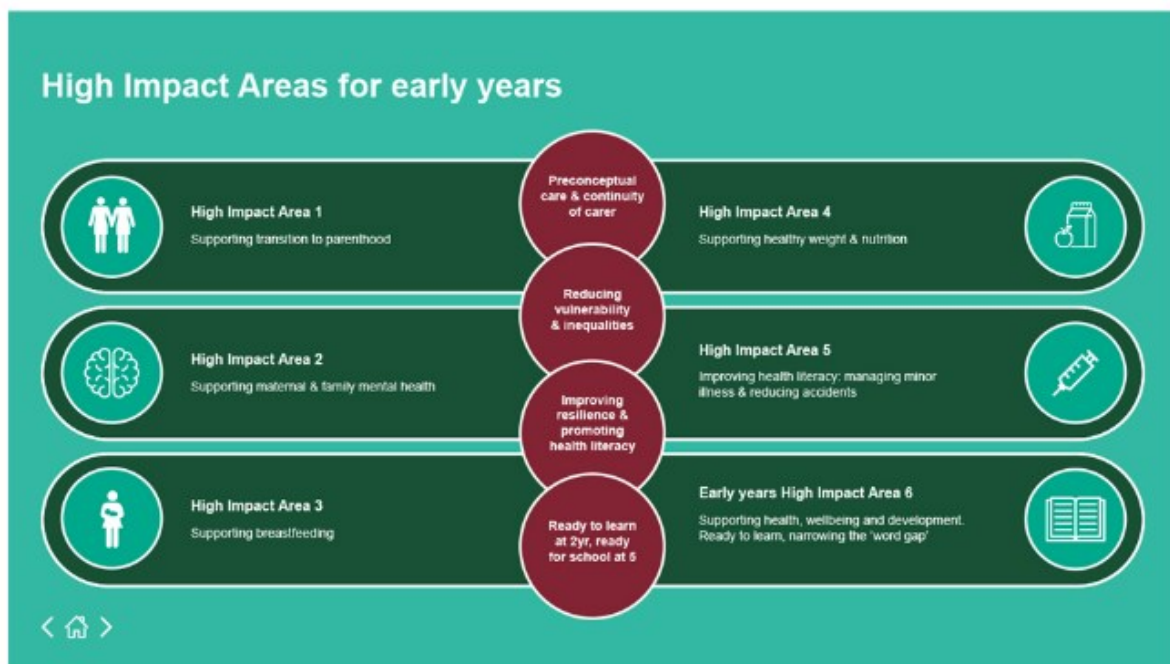
The full schedule of the HCP can be found [here](#).

High impact areas

The high impact areas have been developed to improve outcomes for children, young people and families. They are based on evidence of where these services can have significant impact for all children, young people and families and especially those needing more support and impact of health inequalities⁸.

Early years (health visiting and school nursing) high impact areas are:

- supporting transition to parenthood and the early weeks
- supporting maternal and infant mental health
- supporting breastfeeding (initiation and duration)
- supporting healthy weight and healthy nutrition
- improving health literacy; reducing accidents and minor illnesses
- supporting health, wellbeing and development. Ready to learn, narrowing the 'word gap'



A bundle of indicators is available to measure performance and outcomes, for example through the Community Services Data Set (CSDS). Public Health Profiles are also available from the Child and Maternal Fingertips.

Health visitors

Health visitors, as public health nurses, use strength-based approaches, building non-dependent relationships to enable efficient and effective working with parents and families to support behaviour change, promote health protection and to keep children safe.

Health visitors also undertake a holistic assessment in partnership with the family, which builds on their strengths as well as identifying any difficulties. It includes the parents' capacity to meet their infant's needs, the impact and influence of wider family, community and environmental circumstances.

⁸ [Best Start in life and beyond](#): healthy child programme 0 to 19

This period is an important opportunity for health promotion, prevention and early intervention approaches to be delivered. Working with parents and families, health visitors identify the most appropriate level of support and intervention for their individual needs.

Family Nurse Partnership

The Family Nurse Partnership (FNP) is an intensive, home visiting programme for vulnerable young women and their families that provides an evidence based and targeted service for vulnerable families. Commissioning and providing FNP will improve the life chances of first-time young parents and their children, helping to break the cycle of disadvantage by:

Local authorities commission the Family Nurse Partnership (FNP) programme, an evidence based, intensive parenting support intervention, as part of delivering the 0 to 5 public health offers for children as detailed in the Healthy Child Programme⁹.

- supporting young mothers to build self-efficacy and engage with education, training and employment
- improving child health and development and early education outcomes particularly for boys, children of very young mothers and mothers who are not in education, training or employment
- delivering the Healthy Child Programme to first time young mothers
- helping young parents' access and engage with local services
- identifying safeguarding issues and working alongside statutory services to support interventions

FNP contributes to the Public Health Outcomes Framework (PHOF) for England which focuses on:

- increased healthy life expectancy
- reduced differences in life expectancy
- healthy life expectancy between communities

Specifically, FNP contributes to achieving the 6 early years high impact areas set out in the Healthy Child Programme (HCP) 0 to 19:

- supporting transition to parenthood and the early weeks
- supporting maternal and infant mental health
- supporting breastfeeding (initiation and duration)
- supporting healthy weight and healthy nutrition
- improving health literacy; reducing accidents and minor illnesses
- supporting health, wellbeing and development – ready to learn, narrowing the 'word gap'

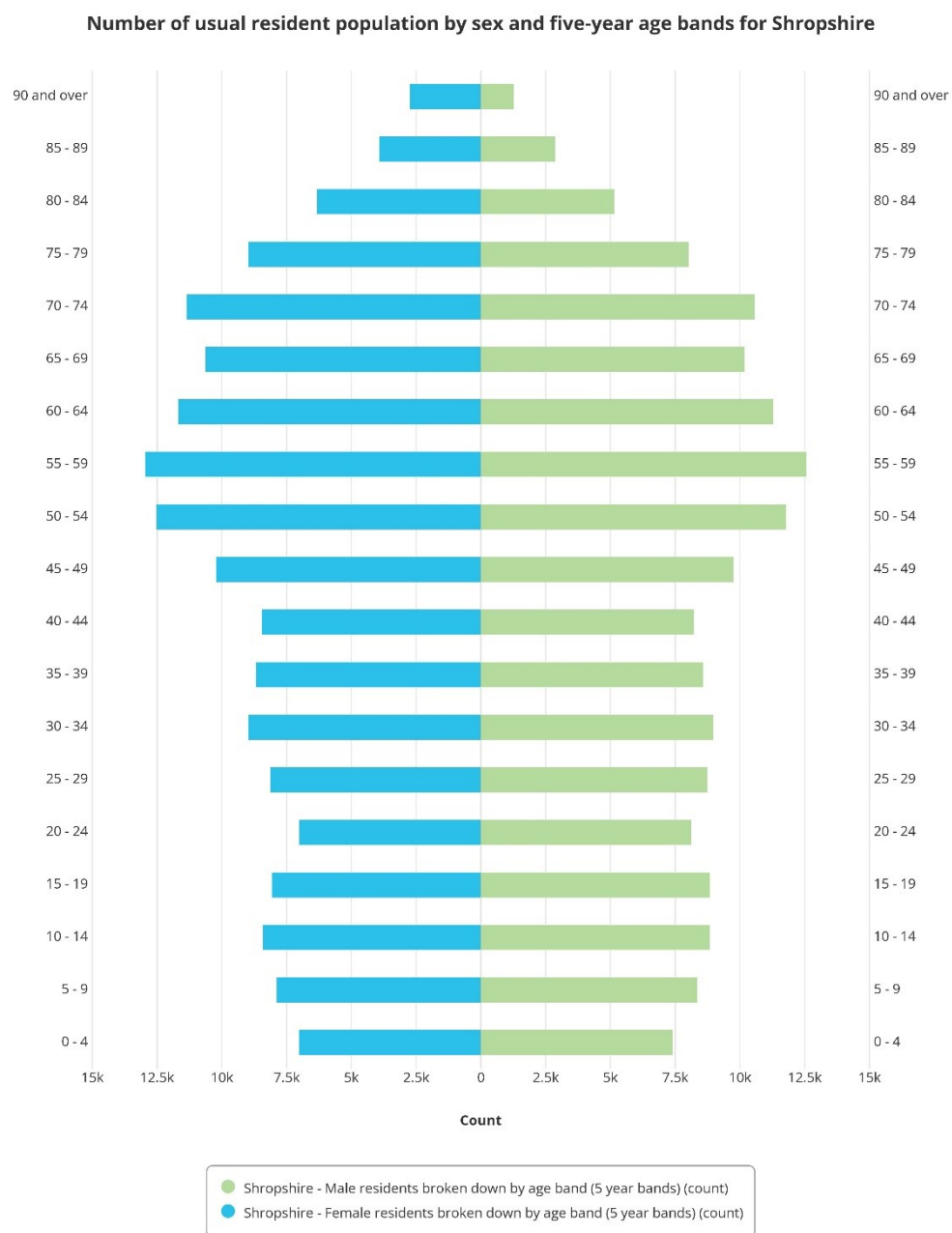
⁹ [Best start in life and beyond- Family Nursing Partnership](#)

Population profile

In Shropshire, there are 14,422 infants, babies and children aged 0-4 year olds, 7,403 (51%) of which are male and 7,020 (49%) are female¹⁰. This equates to 4.5 % of Shropshire’s total population²¹.

Between 2011 and 2021, there was an 8% reduction in the number of infants, babies and children aged 0-4 in Shropshire¹¹.

Chart showing number of usual resident population by sex and five-year age bands in Shropshire. Source: [LG Inform](#)



¹⁰ [Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk)

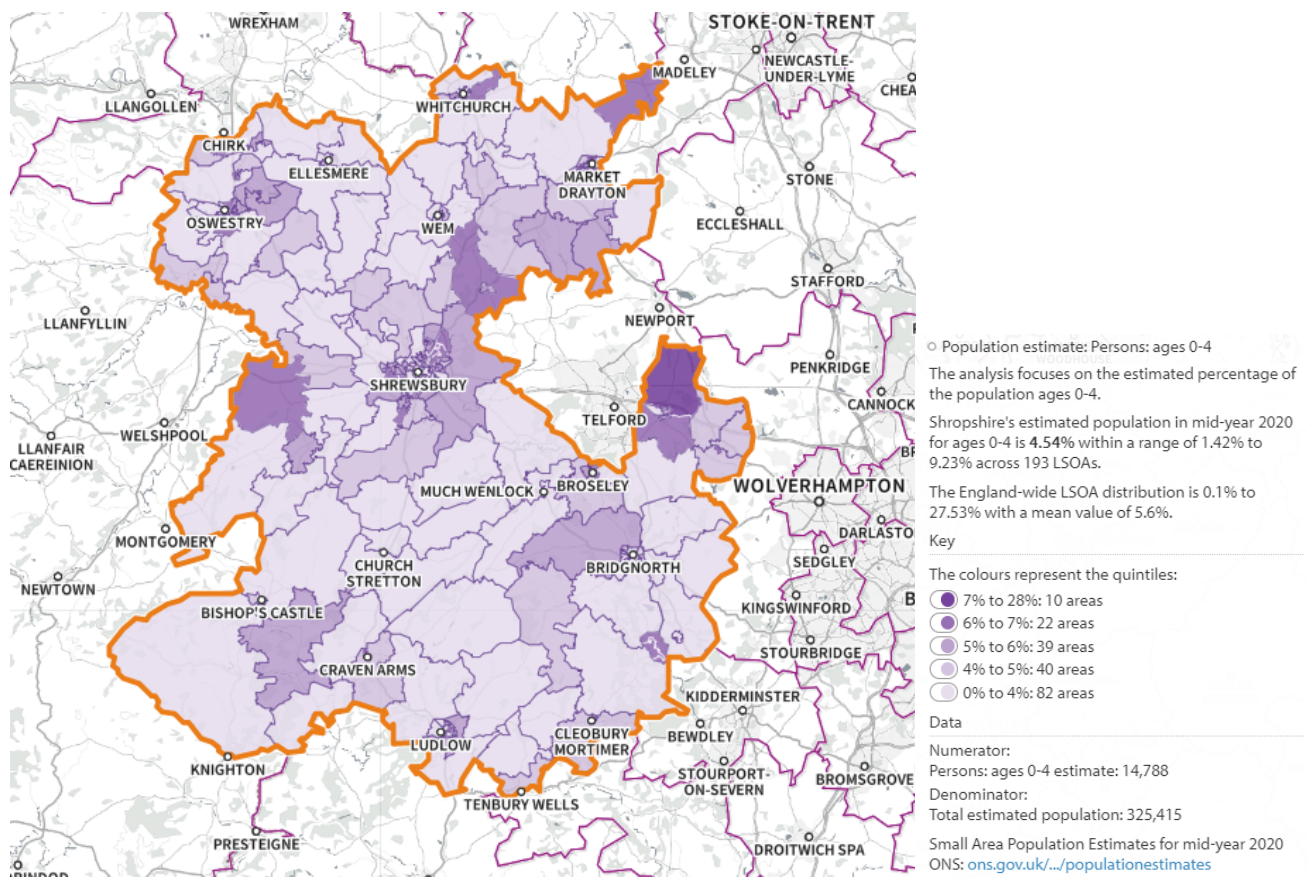
For more information on population change, see this [report](#).

To view more population data and wider determinants of health for children and young people in Shropshire, please view the Population and Context Chapter of this JSNA pack.

Where do 0-4 year olds live?

The highest number of 0-4 year olds live in Bayston Hill, Column and Sutton ward, Oswestry East and Market Drayton West.

Map showing population aged 0-4 years old (%) by Ward, Shropshire (ONS mid 2020), Source: [SHAPE tool](#)



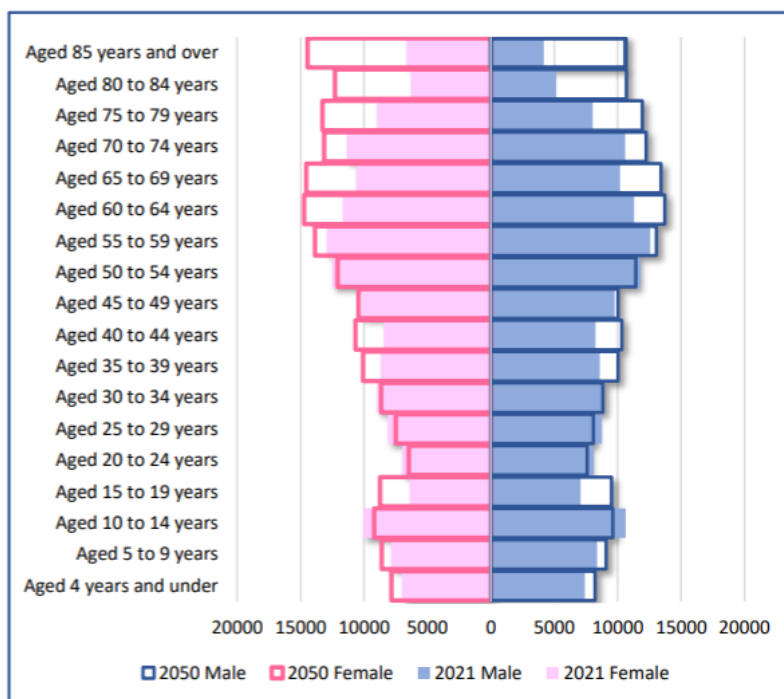
Future trends

Shropshire in 2050

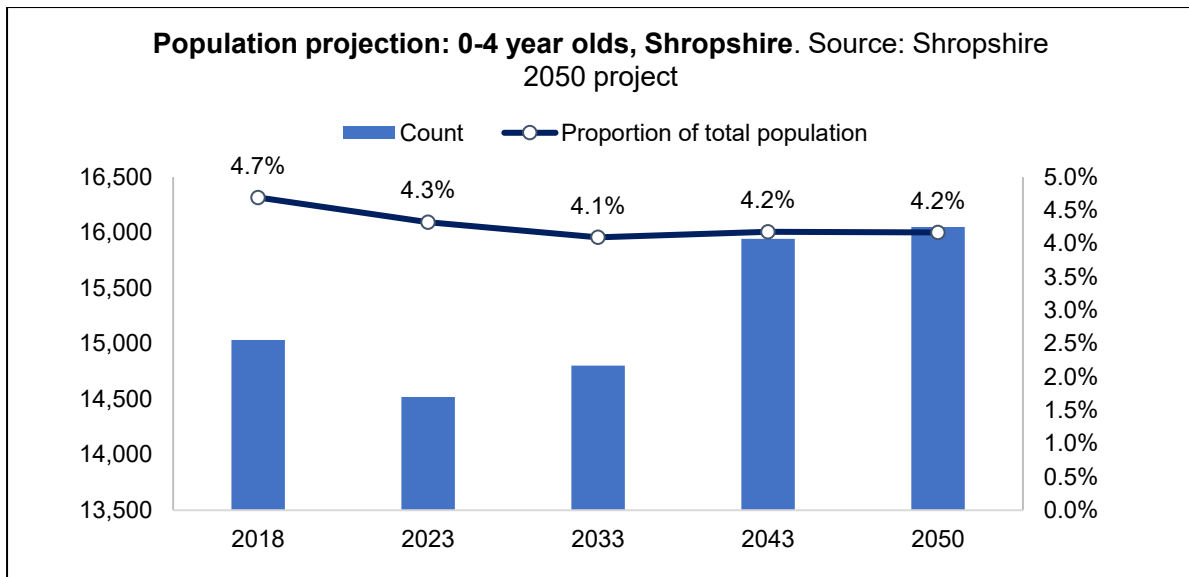
The below population pyramid shows what Shropshire's population is projected to look like in 2050. Notably, Shropshire is an ageing population and we expect to see a higher number of residents aged 65+.

There is a projected rise in 0-4s of 1.9% equating +1,293 babies by 2050. Whilst this is an increase in the number of children, the proportion of the population aged 0-4 will remain steady.

Chart showing population projections Shropshire between 2021 and 2050. Projections are SNPP to 2043, then rolled on to 2050 using PopGroup



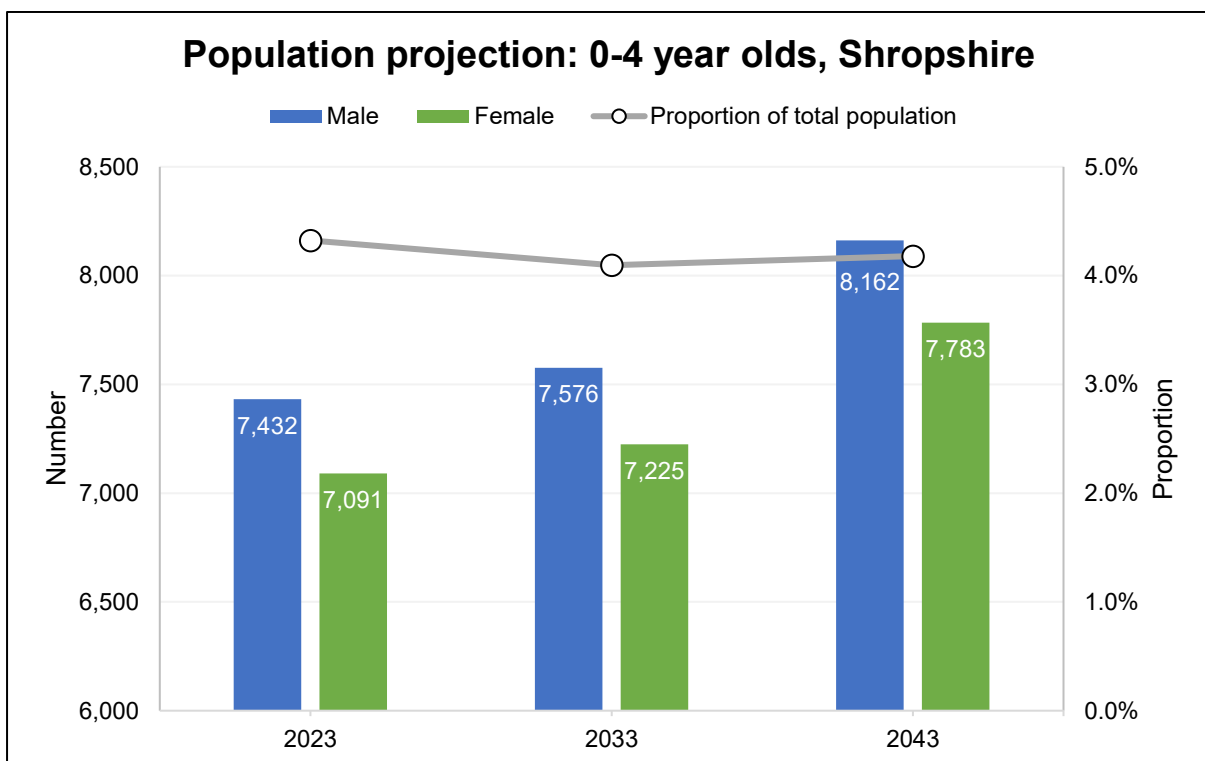
Charts showing population projections for 0–4-year-olds in Shropshire, 2018-2050. Projections are SNPP to 2043, then rolled on to 2050 using PopGroup.



The Office for National Statistics (ONS) population projections predict that the 0 to 4 years population in Shropshire would increase by 1.9% (281) between 2023 and 2033 and by 9.8% between 2023 and 2043 (1,423).

Nationally, the population in this age group is predicted to rise between 2023 and 2033 by 0.1%. Shropshire can therefore expect a greater demand for early years services in the future.

Chart showing ONS population projections for 0-4 year olds in Shropshire, 2023-2043.



Key statistics

High level summary

The data below presents a range of performance and outcome monitoring measures relating to babies and children aged 0-4 years old and are in line with assessing outcomes and the success of the Healthy Child Programme¹¹:

● Better 95% ● Similar ● Worse 95% ○ Not applicable
 Recent trends: — Could not be calculated ➡ No significant change ↑ Increasing & getting worse ↑ Increasing & getting better ↓ Decreasing & getting worse ↓ Decreasing & getting better

Indicator	Period	Recent Trend	Shropshire		Region England		England		
			Count	Value	Value	Value	Worst	Range	Best
Under 18s conception rate / 1,000	2021	—	65	12.5	15.2	13.1	31.5		2.7
Smoking status at time of delivery New data	2022/23	➡	283	11.4%	9.1%	8.8%	19.4%		3.4%
Low birth weight of term babies	2021	➡	43	1.8%	3.0%	2.8%	5.0%		1.5%
Infant mortality rate New data	2020 - 22	—	37	4.8	5.6	3.9	7.6		1.4
Breastfeeding prevalence at 6 to 8 weeks - current method New data	2022/23	—	917	*	*	49.2%*	-	Insufficient number of values for a spline chart	
Reception prevalence of overweight (including obesity) (4-5 yrs) New data	2022/23	➡	565	22.1%	22.2%	21.3%	29.6%		1%
A&E attendances (0 to 4 years) New data	2022/23	—	8,765	617.3	837.7	797.3	1,928.9		414.7
Emergency admissions (0 to 4 years)	2021/22	—	2,595	180.8	171.7	161.5	328.3		63.0
Hospital admissions caused by unintentional and deliberate injuries in children (aged 0 to 4 years) New data	2021/22	—	125	87.2	100.0	103.6	204.4		42.0
Children with one or more decayed, missing or filled teeth	2016/17	—	-	18.8%	25.7%	23.3%	47.1%		12.9%
Population vaccination coverage: MMR for two doses (5 years old) New data	2022/23	➡	2,763	89.8%	83.7%	84.5%	56.3%		94.4%
Proportion of New Birth Visits (NBVs) completed within 14 days New data	2022/23	↓	2,033	80.8%	80.7%	79.9%*	13.3%		99.0%
Proportion of infants receiving a 6 to 8 week review New data	2022/23	↓	2,186	73.3%	79.2%	79.6%*	4.9%		98.5%
Proportion of children receiving a 12-month review New data	2022/23	➡	2,085	75.9%	85.8%	82.6%*	22.9%		99.0%
Proportion of children who received a 2 to 2½ year review New data	2022/23	➡	1,519	52.9%	77.0%	73.6%*	5.3%		98.0%
Proportion of children aged 2 to 2½yrs receiving ASQ-3 as part of the Healthy Child Programme or integrated review New data	2022/23	↑	1,389	91.4%	94.4%	92.5%*	43.7%		100%
Child development: percentage of children achieving a good level of development at 2 to 2 and a half years New data	2022/23	↓	900	64.8%	76.3%	79.2%*	4.1%		94.4%
Child development: percentage of children achieving the expected level in communication skills at 2 to 2 and a half years New data	2022/23	↓	1,058	76.2%	83.0%	85.3%*	12.0%		95.9%
Child development: percentage of children achieving the expected level in gross motor skills at 2 to 2½ years New data	2022/23	↓	1,188	85.5%	92.0%	92.8%*	13.3%		98.8%
Child development: percentage of children achieving the expected level in fine motor skills at 2 to 2½ years New data	2022/23	➡	1,234	88.8%	91.9%	92.6%*	13.8%		99.1%
Child development: percentage of children achieving the expected level in problem solving skills at 2 to 2½ years New data	2022/23	➡	1,207	86.9%	90.3%	91.8%*	11.3%		98.3%
Child development: percentage of children achieving the expected level in personal social skills at 2 to 2 and a half years New data	2022/23	➡	1,168	84.1%	89.0%	90.3%*	13.7%		97.2%
School readiness: percentage of children achieving a good level of development at the end of Reception New data	2022/23	—	1,973	67.6%	66.0%	67.2%	58.5%		
School readiness: percentage of children achieving at least the expected level in communication and language skills at the end of Reception New data	2022/23	—	2,432	83.3%	78.1%	79.7%	69.7%		
School readiness: percentage of children achieving at least the expected level of development in communication, language and literacy skills at the end of Reception New data	2022/23	—	2,031	69.6%	67.4%	68.8%	59.4%		

¹¹ OHID Fingertips: [Early Years](#)

● Better 95% ● Similar ● Worse 95% ● Lower 95% ● Similar ○ Higher 95% ○ Not applicable

Recent trends: — Could not be calculated ➔ No significant change ↑ Increasing & getting worse ↑ Increasing & getting better ↓ Decreasing & getting worse ↓ Decreasing & getting better ↑ Increasing ↓ Decreasing

Indicator	Period	Shropshire		Regions (statistical)		England		England		Best/Highest
		Recent Trend	Count	Value	Value	Value	Worst/Lowest	Range	Best/Highest	
A&E attendances (under 1 year) New data	2022/23	—	2,135	798.1	1,196.8	1,132.3	2,613.3		505.9	
Emergency admissions (under 1 year) New data	2022/23	➔	1,205	450.5	411.3	375.4	831.1		131.8	
Emergency admissions (0 to 4 years) New data	2022/23	➔	2,690	189.4	172.7	158.0	340.1		57.4	
Neonatal mortality rate New data	2020 - 22	—	28	3.6	4.5	2.9	5.8		0.9	
Post-neonatal mortality rate New data	2020 - 22	—	9	1.2	1.2	1.1	2.8		0.0	
Hospital admissions for dental caries (0 to 5 years) New data	2020/21 - 22/23	—	120	228.4	98.0	178.8	0.0		900.9	
Admissions for asthma (0 to 9 years) New data	2022/23	➔	80	261.9	195.7	154.7	483.1		52.4	
Admissions for diabetes (0 to 9 years) New data	2022/23	➔	10	32.7	36.9	32.5	94.8		0.0	
Admissions for epilepsy (0 to 9 years) New data	2022/23	➔	15	49.1	105.7	92.9	272.9		0.0	
Homelessness - households with dependent children owed a duty under the Homelessness Reduction Act New data	2022/23	—	401	11.9	15.9	16.1	35.8		7.5	
Population vaccination coverage: Hepatitis B (1 year old)	2022/23	—	4	100%	*	*	-	-	-	
Population vaccination coverage: Dtap IPV Hib HepB (1 year old)	2022/23	➔	2,620	95.7%	91.5%	91.8%	67.8%		97.6%	
Population vaccination coverage: Hepatitis B (2 years old)	2022/23	—	-	*	*	*	-	-	-	
Population vaccination coverage: Dtap IPV Hib HepB (2 years old)	2022/23	➔	2,673	96.5%	92.9%	92.6%	70.8%		98.5%	
Population vaccination coverage: Hib and MenC booster (2 years old)	2022/23	➔	2,616	94.4%	88.2%	88.7%	63.4%		97.2%	
Population vaccination coverage: PCV booster	2022/23	➔	2,617	94.5%	88.3%	88.5%	67.7%		97.0%	
Population vaccination coverage: MMR for one dose (5 years old)	2022/23	➔	2,941	95.6%	92.6%	92.5%	81.2%		97.4%	
Population vaccination coverage: MMR for two doses (5 years old)	2022/23	➔	2,763	89.8%	83.7%	84.5%	56.3%		94.4%	
Low birth weight of all babies	2021	➔	140	5.3%	7.9%	6.8%	11.0%		3.6%	
Very low birth weight of all babies	2021	➔	20	0.8%	1.4%	1.0%	2.0%		0.2%	
Children aged 5 and under killed or seriously injured in road traffic accidents New data	2020 - 22	—	2	3.8	6.9	7.5	29.9		0.0	
Population vaccination coverage: MMR for one dose (2 years old)	2022/23	➔	2,622	94.7%	88.9%	89.3%	68.1%		97.3%	
Newborn Blood Spot Screening: Coverage	2017/18	—	-	-	98.1%*	96.7%*	-	Insufficient number of values for a spine chart	-	
Newborn Hearing Screening: Coverage	2022/23	➔	2,242	98.4%	98.7%*	98.5%*	87.9%		99.8%	

How these measures relate to the six high impact areas can be found [here](#).

● Under 18 conceptions (teenage pregnancy)

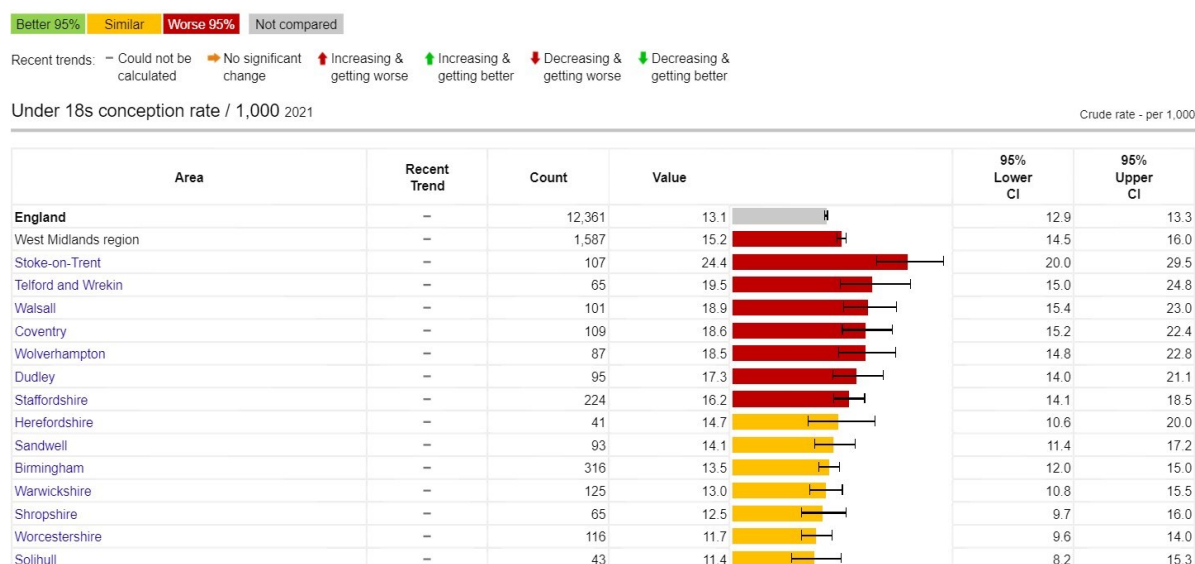
Most teenage pregnancies are unplanned and around half end in an abortion. As well as it being an avoidable experience for the young woman, abortions represent an avoidable cost to the NHS¹². And while for some young women having a child when young can represent a positive turning point in their lives, for many more teenagers bringing up a child is extremely difficult and often results in poor outcomes for both the teenage parent and the child, in terms of the baby's health, the mother's emotional health and well-being and the likelihood of both the parent and child living in long-term poverty²².

¹² [Public health profiles - OHID \(phe.org.uk\)](https://publichealthprofiles.org.uk)

Research evidence, particularly from longitudinal studies, shows that teenage pregnancy is associated with poorer outcomes for both young parents and their children²². Teenage mothers are less likely to finish their education, are more likely to bring up their child alone and in poverty and have a higher risk of poor mental health than older mothers. Infant mortality rates for babies born to teenage mothers are around 60% higher than for babies born to older mothers²². The children of teenage mothers have an increased risk of living in poverty and poor quality housing and are more likely to have accidents and behavioural problems²².

In 2021, there were 65 pregnancies among girls and women aged under 18, equating to rate of 12.5 per 1,000 population, similar to the national rate of 13.1 and below the regional rate. This ranks Shropshire third lowest in the West Midlands¹³. There is no trend data for this measure.

Under 18s conception rate per 1,000 in Shropshire including regional neighbours, with West Midlands and England comparisons, 2021. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



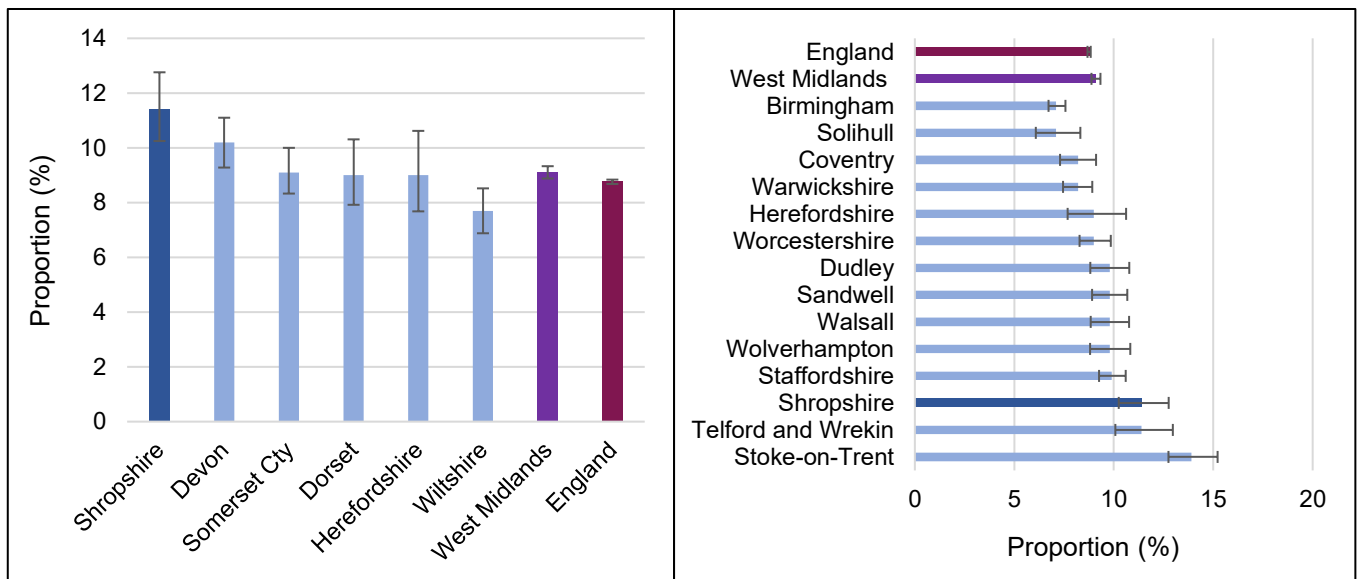
● Smoking status at time of delivery

In the period 2022-23, 11.4% of women in Shropshire were known to be smokers at the time of delivery, a proportion significantly worse than the West Midlands average of 9.1% and England average of 8.8%. Shropshire currently ranks third highest in the West Midlands region and highest among its statistical neighbours¹⁴.

¹³ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

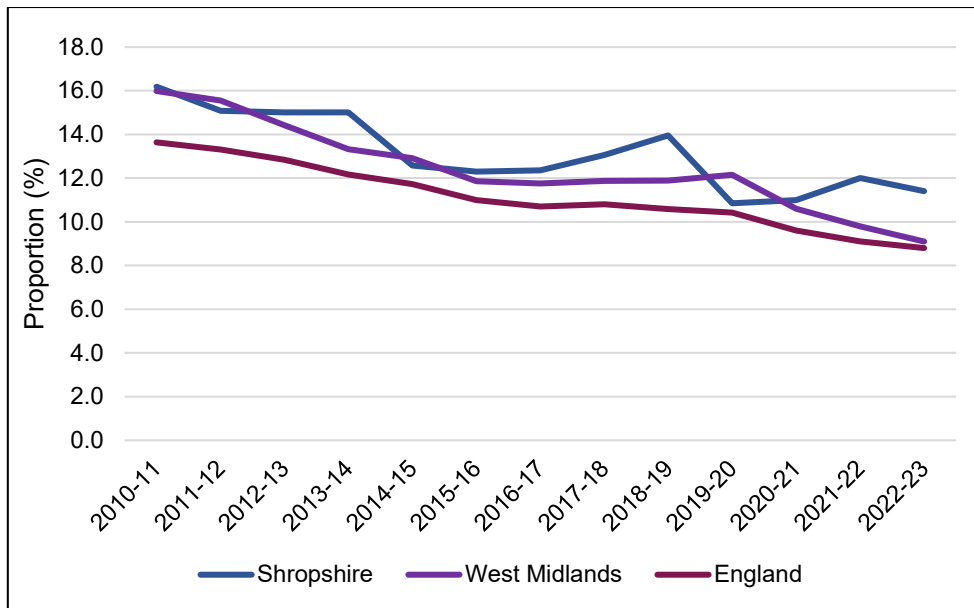
¹⁴ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

Percentage of women known to be smokers at the time of delivery in Shropshire including statistical and regional neighbours, with West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



In recent years, this proportion increased between 2019-20 and 2021-22, after which a decline was observed in 2022-23.

Percentage of women known to be smokers at the time of delivery in Shropshire, including West Midlands and England comparisons, 2010-11 to 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



● Low birth weight

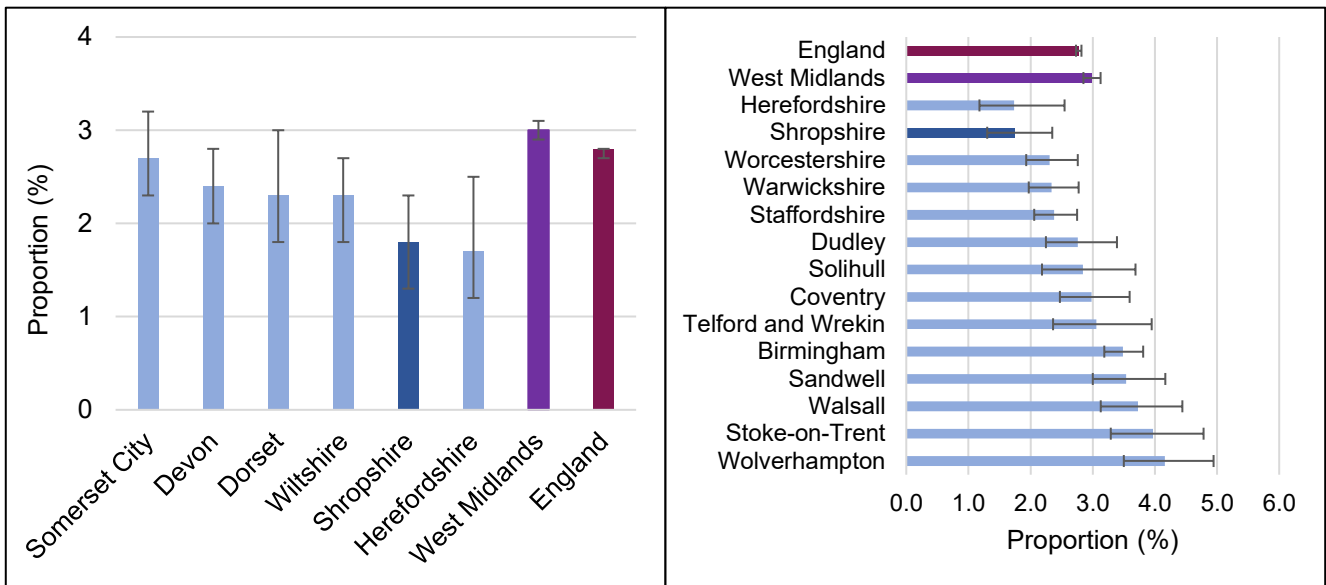
Low birth weight increases the risk of childhood mortality and of developmental problems for the child and is associated with poorer health in later life¹⁵.

In 2021, 1.8% of infants (gestational age of at least 37 complete weeks) were born with a low birthweight, a proportion better than the West Midlands average of 3.0% and England average of 2.8%¹⁶. This proportion has been falling in Shropshire compared to the previous two years and currently ranks Shropshire second lowest in the West Midlands region and second lowest compared to its statistical neighbours.

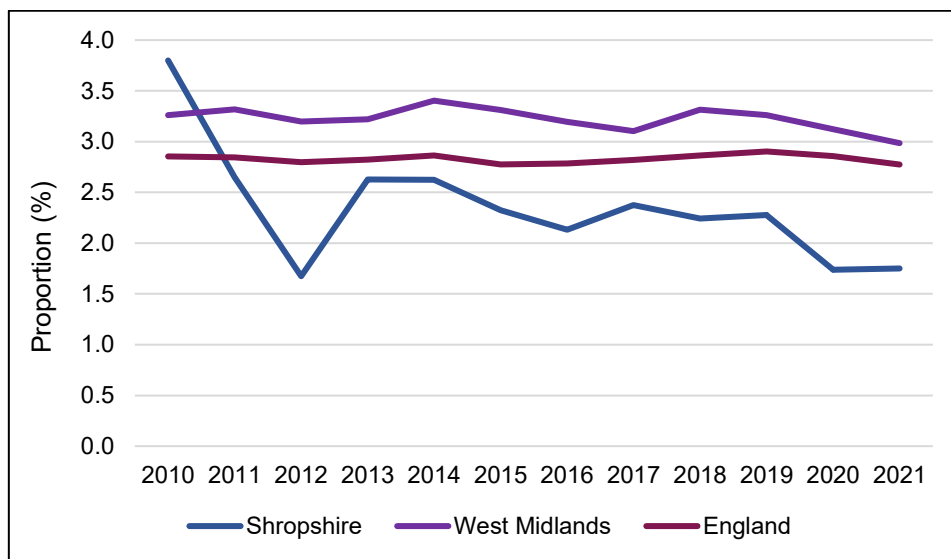
Percentage of low of birth weight of infants in Shropshire, including statistical and regional neighbours, with West Midlands and England comparisons, 2021. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

¹⁵ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

¹⁶ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)



Percentage of low of birth weight of infants in Shropshire, including West Midlands and England comparisons, 2010 – 2021. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



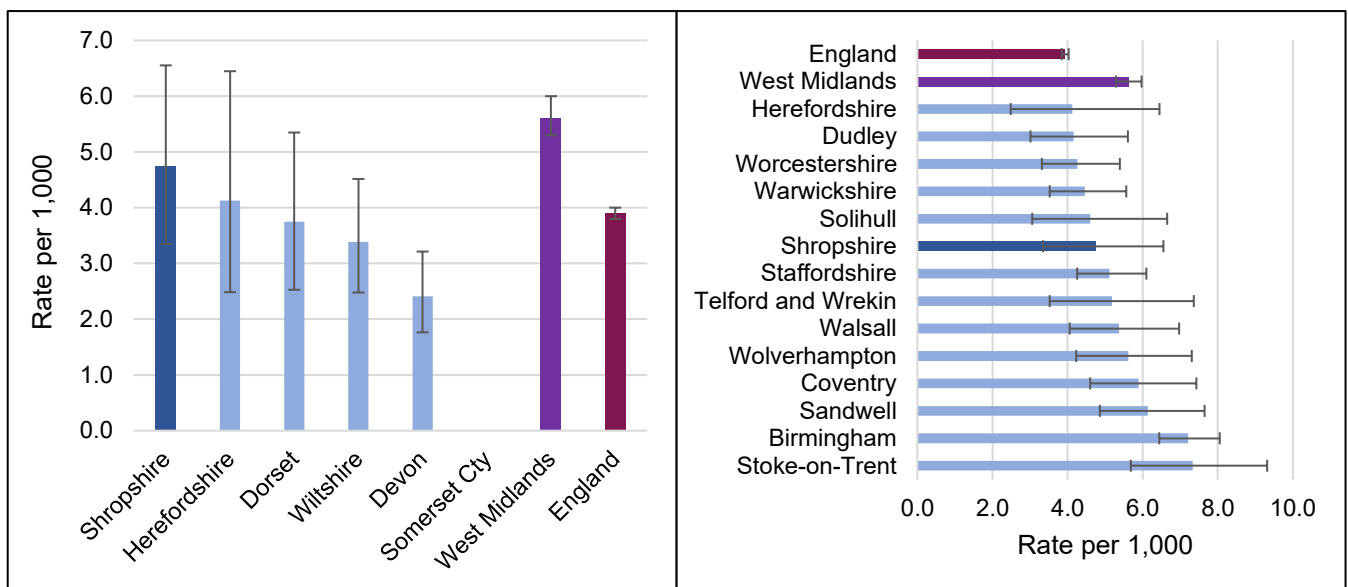
● Infant mortality

Infant mortality is an indicator of the general health of an entire population. It reflects the relationship between causes of infant mortality and upstream determinants of population

health such as economic, social and environmental conditions. Deaths occurring during the first 28 days of life in particular, are considered to reflect the health and care of both mother and new-born ¹⁷.

In the period 2020-22, there were 37 deaths under one year of age in Shropshire. This equates to an infant mortality rate of 4.8 per 1,000 live births¹⁸. This is the sixth lowest regionally, similar to the regional rate of 5.6 per 1,000 and the national rate of 3.9 per 1,000 live births. Shropshire's rate was the highest compared to its statistical neighbours.

Infant mortality rate in Shropshire including statistical and regional neighbours, with West Midlands and England comparisons, 2020-22. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

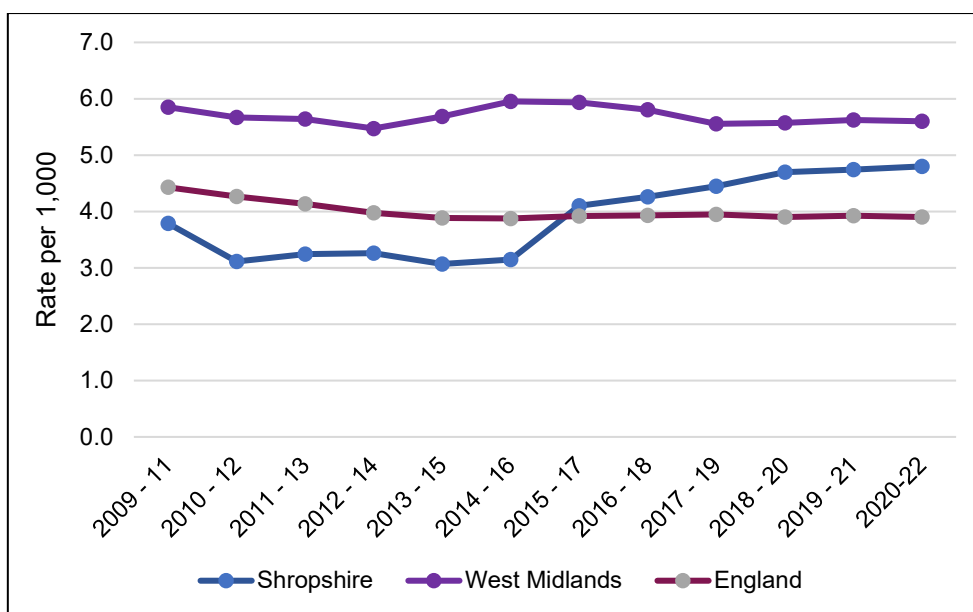


Shropshire's rate increased between 2014-16 and 2018-20 but recently has started to level off. Overall, the national rate has been declining over time however now remains steady compared to the previous period.

Infant mortality rate in Shropshire, including West Midlands and England comparisons, 2009-11 to 2020-22. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

¹⁷ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

¹⁸ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)



● Neonatal mortality

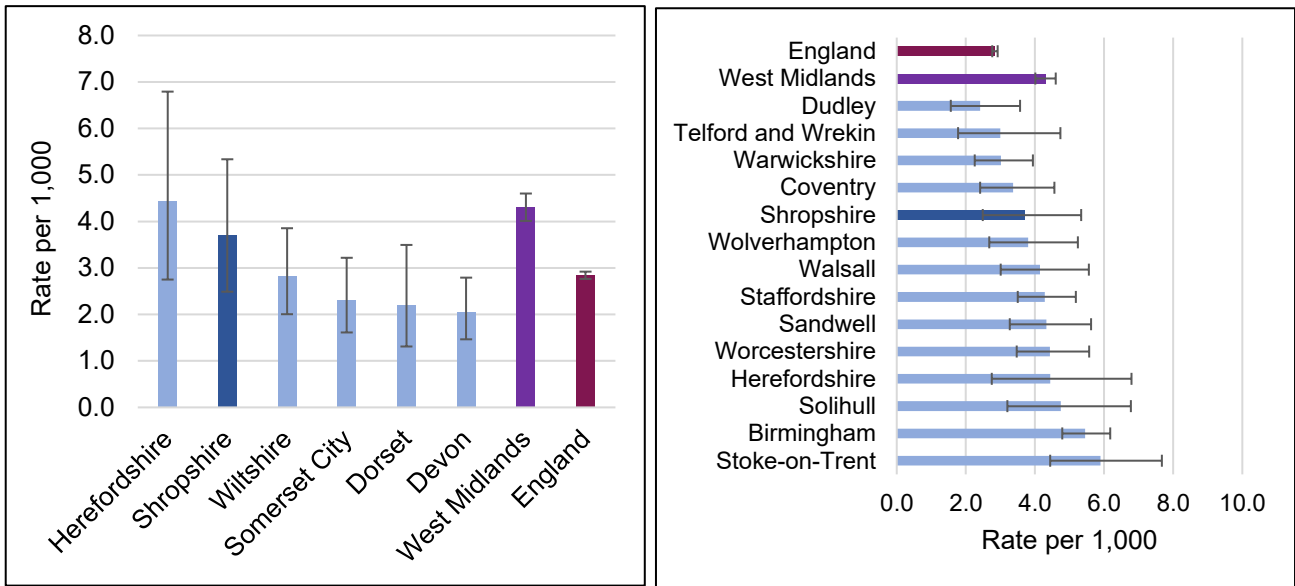
In 2015, the Government announced an ambition to reduce the rate of stillbirths, neonatal and maternal deaths by 50% by 2030¹⁹. The Maternity Transformation Programme brings together a range of organisations and stakeholders to deliver on this ambition, among others²⁸. Deaths occurring during the first 28 days of life (the neonatal period) in particular, are considered to reflect the health and care of both mother and newborn²⁸. The first 28 days of life – the neonatal period – represent the most vulnerable time for a child’s survival²⁸.

In the period 2019-21, there were 29 neonatal deaths (deaths under 28 days) in Shropshire. This equates to a neonatal mortality rate of 3.7 per 1,000 live births²⁰. This rate was the 5th lowest rate regionally, significantly lower to the regional rate of 4.3 per 1,000 and similar to the national rate of 2.8 per 1,000 live births. Shropshire’s rate was the second highest compared to its statistical neighbours.

Neonatal mortality rate in Shropshire, including statistical and regional neighbours, with West Midlands and England comparisons, 2019-21. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

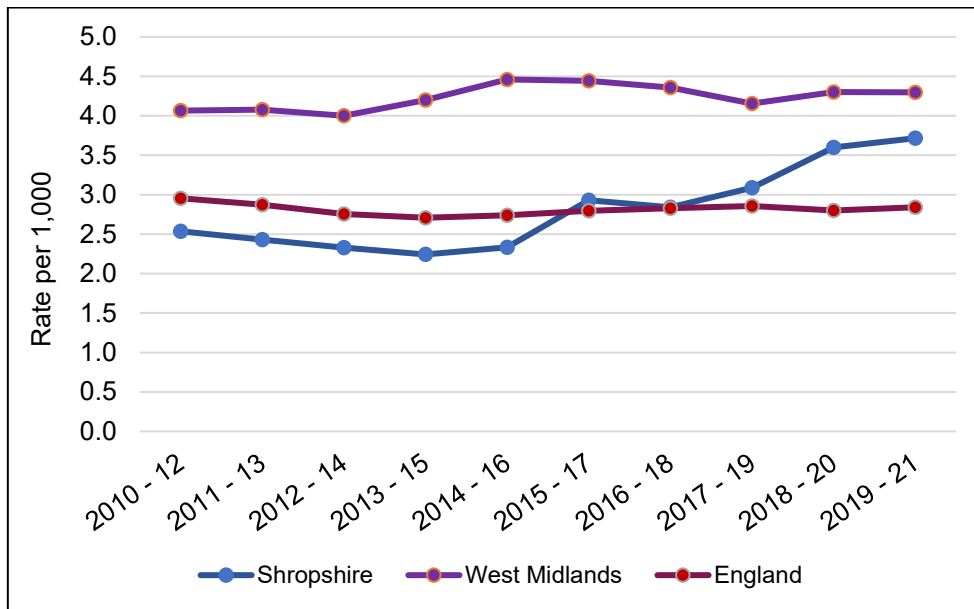
¹⁹ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

²⁰ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)



Neonatal mortality rate in the period 2019-21 was highest in males – 4.0 per 1,000 live births compared to females – 3.4 per 1,000 live births. As shown in the figure below, neonatal mortality in Shropshire has been increasing since 2014-16. This is opposite to the trend observed regionally and nationally where rates are levelling off.

Neonatal mortality rate in Shropshire, including West Midlands and England comparisons, 2010-12 to 2019-21. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



● Stillbirth rate

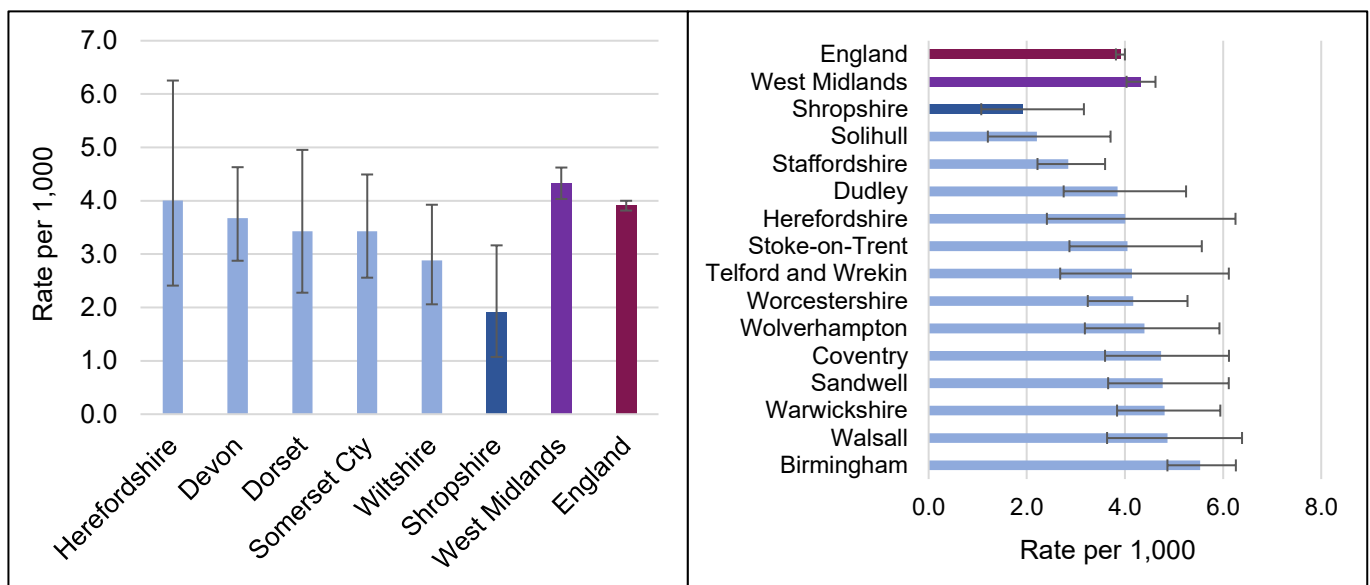
Stillbirth rates in the United Kingdom have shown little change over the last 20 years, and the rate remains among the highest in high income countries²¹. Risk factors associated with stillbirth include maternal obesity, ethnicity, smoking, pre-existing diabetes, and history of

²¹ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

mental health problems, antepartum haemorrhage and fetal growth restriction (birth weight below the 10th customised weight percentile)³⁰. In 2015 the government announced an ambition to halve the rate of stillbirths by 2030³⁰.

In the period 2019-21, there were 15 stillbirths (fetal deaths occurring after 24 weeks of gestation) in Shropshire²². This equates to a rate of 1.9 per 1,000 births. This rate was the lowest regionally, significantly lower than the regional rate of 4.3 per 1,000 and the national rate of 3.9 per 1,000³¹. Shropshire’s rate was the lowest among its statistical neighbours as shown in the figure below.

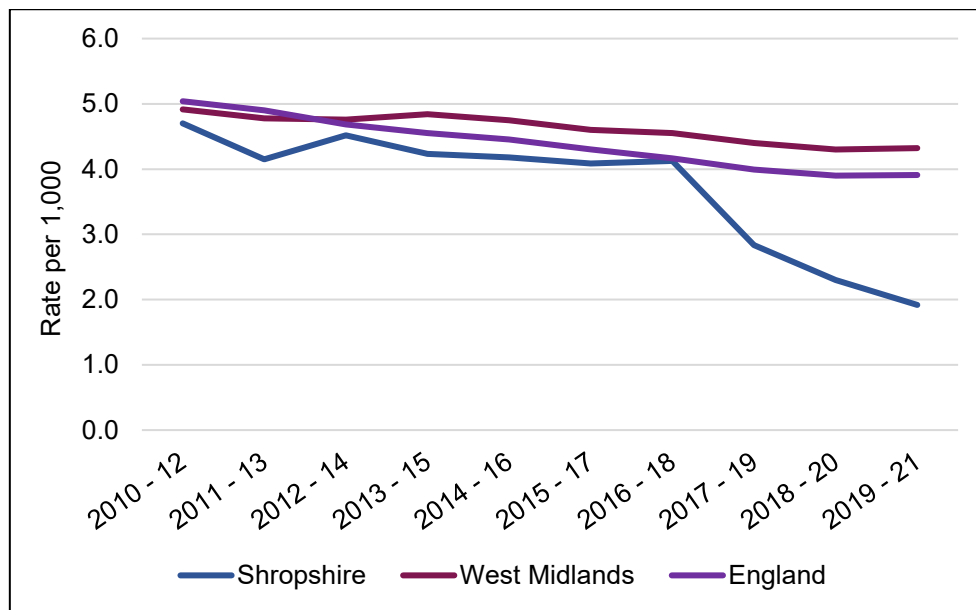
Neonatal mortality rate in Shropshire including statistical and regional neighbours, with West Midlands and England comparisons, 2019-21. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



As shown in the figure below, Shropshire’s stillbirth rate has decreased since 2010-12, with a 54% decrease seen between 2016-18 and 2019-21. Overall, the national and regional rate has been declining over time (since 2010-12).

²² [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

Stillbirth rate in Shropshire, including West Midlands and England comparisons, 2010-12 to 2019-21. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

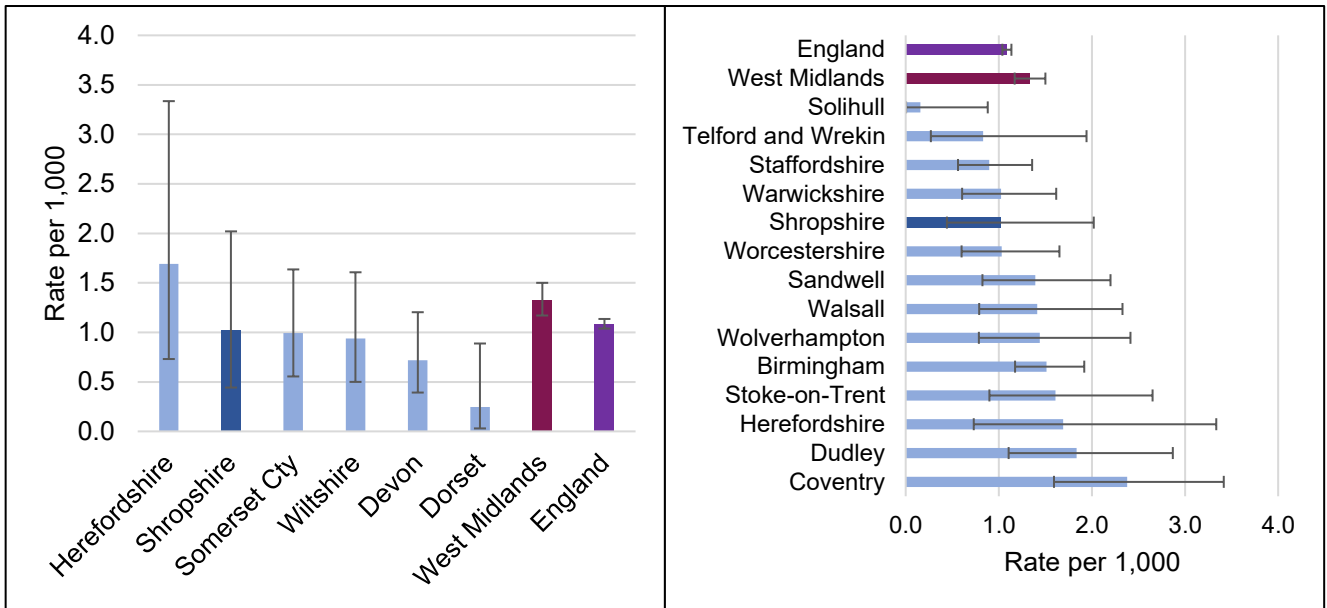


● Post-neonatal mortality

In the period 2019-21, there were 8 post-neonatal deaths (deaths occurring between 28 days and 1 year) in Shropshire²³. This equates to a rate of 1.0 per 1,000 births. This rate was the 5th lowest regionally, similar to the regional rate of 1.3 per 1,000 and the national rate of 1.1 per 1,000. Shropshire's rate was the 2nd highest among its statistical neighbours as shown in the figure below.

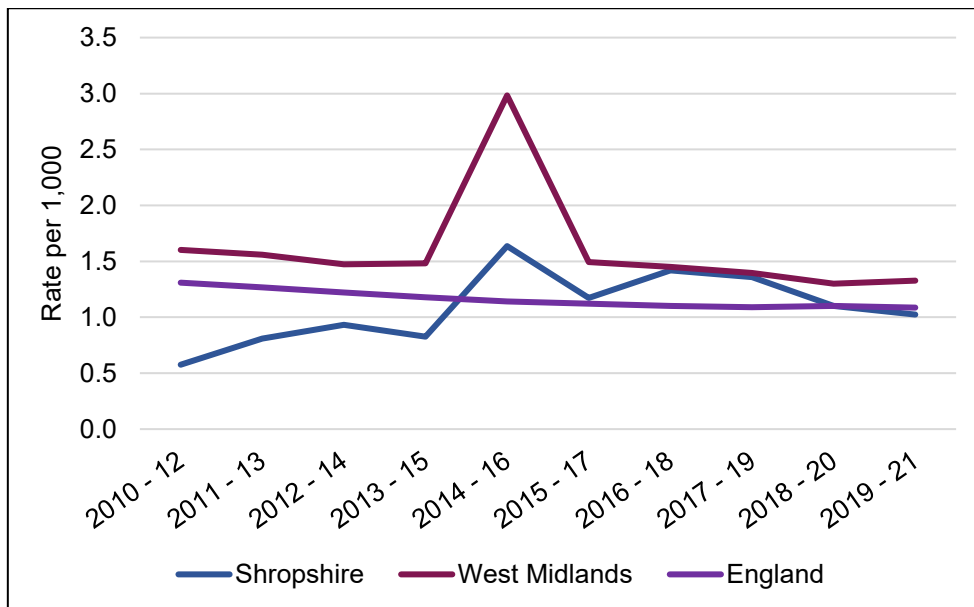
Post-neonatal mortality rate in Shropshire, including statistical and regional neighbours, with West Midlands and England comparisons, 2019-21. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

²³ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)



Shropshire’s rate saw an increase between 2010-12 and 2014-16, after which a steady decrease in rate was observed. This trend is in line with what was observed regionally. Overall, the national rate has been stable and declining over time (since 2010-12).

Post-neonatal mortality rate in Shropshire, including West Midlands and England comparisons, 2010-12 to 2019-21. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



● Breastfeeding

Increases in breastfeeding are expected to reduce illness in young children, have health benefits for the infant and the mother and result in cost savings to the NHS through reduced hospital admission for the treatment of infection in infants (Quigley et al 2007.) Breast milk provides the ideal nutrition for infants in the first stages of life.

There is evidence that babies who are breast fed experience lower levels of gastro-intestinal and respiratory infection. Observational studies have shown that breastfeeding is associated with lower levels of child obesity. Mothers who do not breastfeed have an increased risk of breast and ovarian cancers and may find it more difficult to return to their pre-pregnancy weight (World Cancer Research Fund; DH, cited in NICE Public health guidance PH11 ²⁴).

Current national and international guidance recommends exclusive breastfeeding for newborns and for the first six months of infancy ²⁵.

Increasing rates of breastfeeding initiation and continuation is also recommended within the DH Healthy Child Programme Breastfeeding initiation and uptake at 6-8 weeks are included in the NICE proposals for the Commissioning Outcomes Framework.

The longer-term strategic solution for data collection and reporting for this indicator is NHS Digital's Community Services Dataset (formerly the Children and Young Peoples (CYPHS) data set). It is mandatory for the providers of public funded services to submit the dataset to NHS Digital. Whilst the data set is operational and reporting has begun, providers are at different stages of maturity with their submissions or readiness to flow the data therefore it is expected to take some additional time for this data set to reach sufficient coverage for reporting purposes.

In addition to the statutory checks, breastfeeding and healthy start vouchers/vitamins are two other key service indicators for health and wellbeing

Breastfeeding prevalence at 6-8 weeks after birth

Shropshire's published breastfeeding data on OHID's Fingertips platform has data quality issues, which means comparisons to the regional and national average are not possible. Note: the denominator for this national measure is the number of infants due a 6-8 week review.

During 2022-23, in Shropshire, 917 infants were reported to be totally or partially breastfed at age 6-8 weeks ²⁶. A rise compared to the previous year's figure of 858 infants.

²⁴ <https://www.nice.org.uk/guidance/ph11/chapter/2-public-health-need-and-practice>

²⁵

http://www.who.int/nutrition/topics/infantfeeding_recommendation/en/index.html <http://www.nice.org.uk/nicemedia/live/11943/40097/40097.pdf>

²⁶ **Definition:**

This is the percentage of infants that are totally or partially breastfed at age 6-8 weeks. Totally breastfed is defined as infants who are exclusively receiving breast milk at 6-8 weeks of age - that is, they are not receiving formula milk, any other liquids or food. Partially breastfed is defined as infants who are currently receiving breast milk at 6-8 weeks of age and who are also receiving formula milk or any other liquids or food. Not at all breastfed is defined as infants who are not currently receiving any breast milk at 6-8 weeks of age. The numerator is the count of the number of infants recorded as being totally breastfed at 6-8 weeks and the number of infants recorded as being partially breastfed. The denominator is the total number of infants due a 6-8 weeks check.

Breastfeeding prevalence at 6-8 weeks after birth in Shropshire, with West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

Recent trend: Could not be calculated

Period	Shropshire				West Midlands	England
	Count	Value	95% Lower CI	95% Upper CI		
2015/16	1,272	45.9%	44.0%	47.8%	*	43.2%*
2016/17	1,533	*	-	-	*	44.4%*
2017/18	1,360	*	-	-	*	43.1%*
2018/19	1,188	*	-	-	*	46.2%*
2019/20	1,030	*	-	-	*	48.0%*
2020/21	738	*	-	-	*	47.6%*
2021/22	858	*	-	-	*	49.2%*
2022/23	917	*	-	-	*	49.2%*

Source: OHID's (formerly PHE) interim reporting of health visiting metrics

To give an indication of the breastfeeding prevalence trends in Shropshire, the rate has been calculated using data from the provider, which has not yet been validated. Please treat with caution.

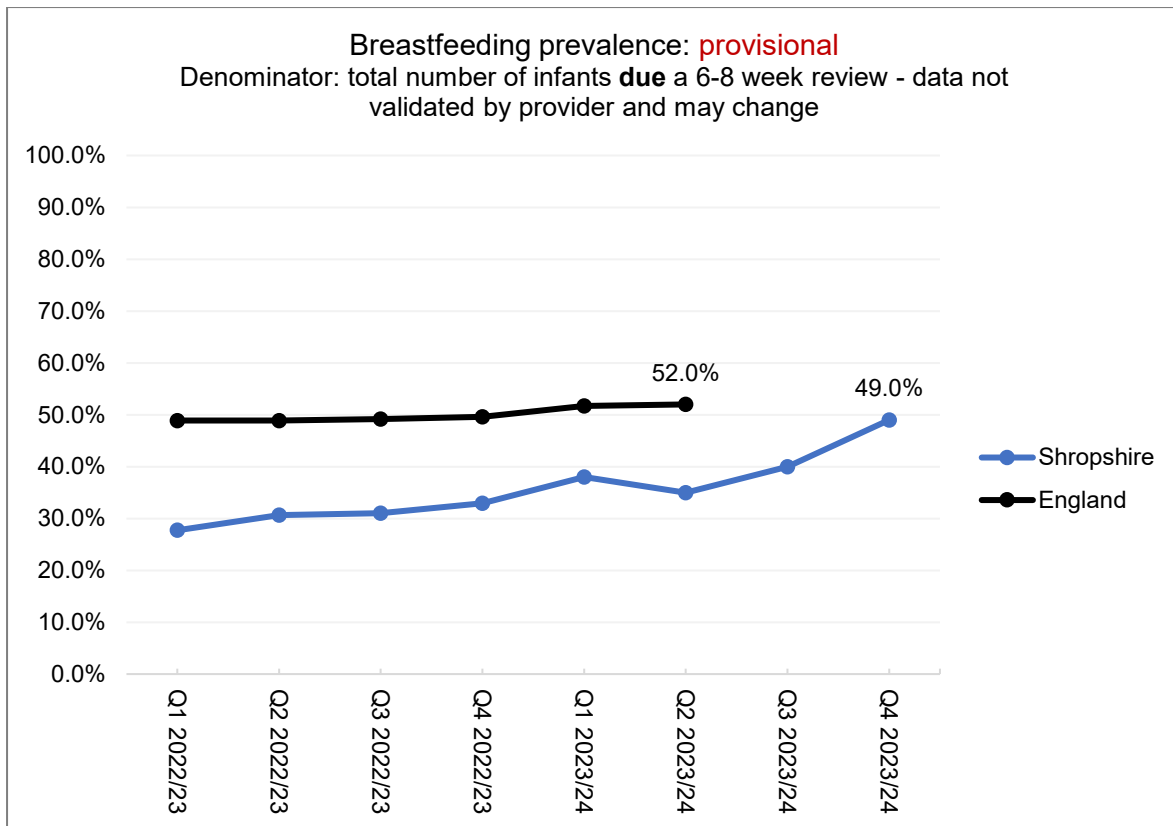
Provider data

The below data has not yet been validated but gives an indication of progress and direction of travel.

Prevalence of breastfeeding in Shropshire including number of infants partially/totally breastfed at 6-8 weeks and number of infants due a 6-8 week review, 2021-22 to 2022-23. Source: SHROPCOM Provider data

The annual breastfeeding prevalence for 2022/23 for Shropshire was 30.6%, below the national average of 49.2%. Whilst Shropshire's rate of babies breastfed at 6-8-weeks is below the national average, there has been a steady improvement quarter on quarter.

There is a rising trend in breastfeeding prevalence over time in Shropshire. At the end of Q4 2023/24, one third (49%) of infants due a 6-8 week check were partially or totally breastfed. This is the highest quarterly prevalence of breastfeeding since Q4 of 2021/22.



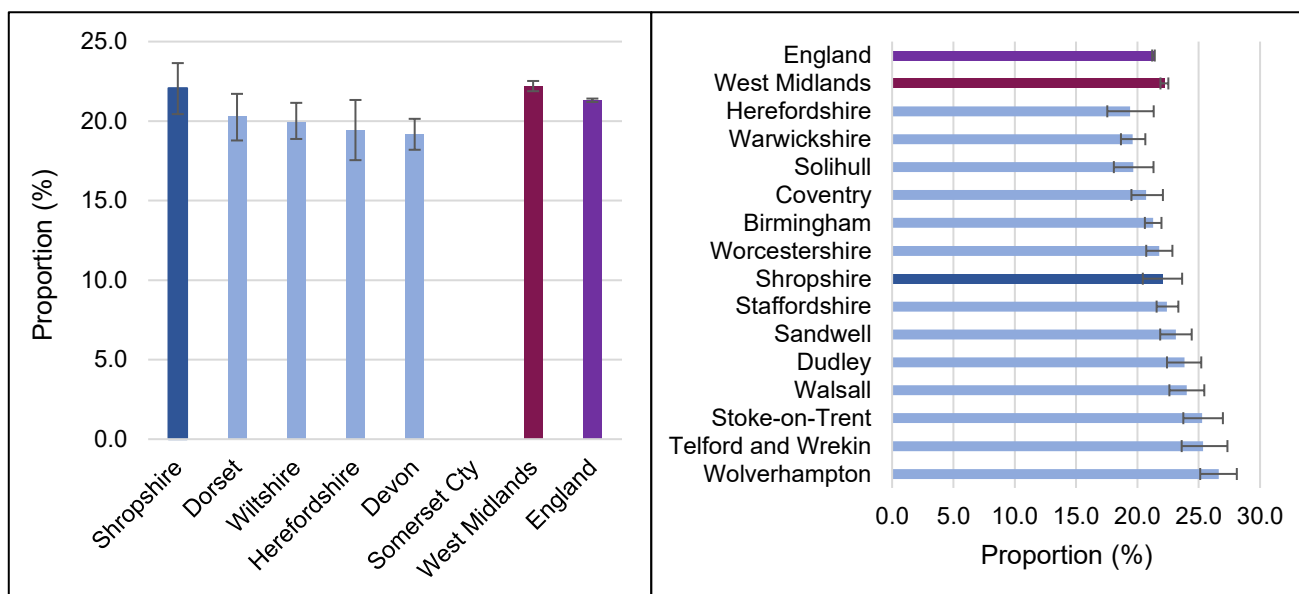
To view rates of breastfeeding where the denominator is the number of infants who received a 6-8 week review- [see here](#).

● Overweight (including obesity) – Reception

Studies tracking child obesity into adulthood have found that the probability of children who are overweight or living with obesity becoming overweight or obese adults increases with age²⁷. The health consequences of childhood obesity include increased blood lipids, glucose intolerance, Type 2 diabetes, hypertension, increases in liver enzymes associated with fatty liver, exacerbation of conditions such as asthma and psychological problems such as social isolation, low self-esteem, teasing and bullying²⁹.

In the period 2022-23, 22.1% reception aged children (4–5-year-olds) were overweight or obese in Shropshire, a rate similar to the national average of 21.3% and to the regional average of 22.2%²⁸. This proportion was the 7th lowest regionally and Shropshire's proportion was the highest among its statistical neighbours as shown in the figure below.

Proportion of children aged 4 to 5 years classified as overweight or living with obesity in Shropshire including statistical and regional neighbours, with West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



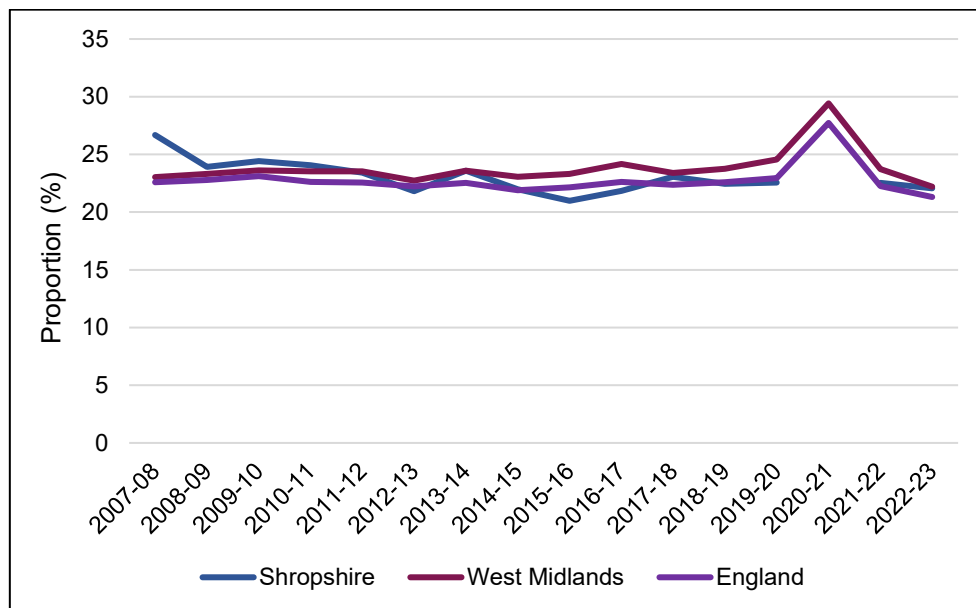
This proportion has decreased steadily over the last three years, however data from 2020-21 is missing. (2019/20 NCMP year was stopped due to the lockdown, and in 2020/21 areas were asked to only sample 10% of children, again due to COVID).

²⁷ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

²⁸ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

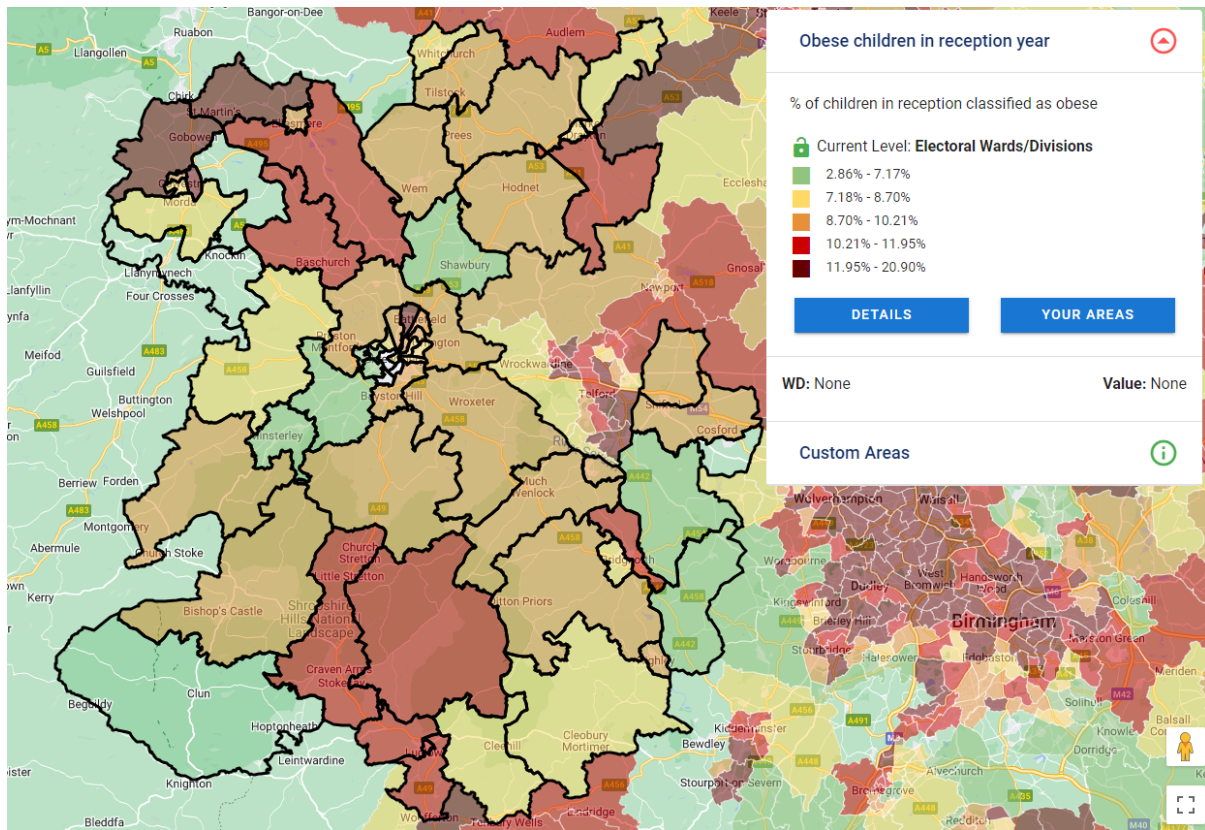
Proportion of children aged 4 to 5 years classified as overweight or living with obesity in Shropshire, including West Midlands and England comparisons, 2007-08 to 2022-23.

Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Gobowen, Selattyn and Weston Rhyn 15.6%, Harlescott 14.0% and St Martin’s 13.9% had the highest % of children in reception year (aged 4-5) classified as obese (2019 to 2022).

Map showing % of children in reception year (aged 4-5) classified as obese (2019 to 2022). Children are classified as obese where their BMI is greater than or equal to the 95th centile of the British 1990 growth reference. Data is collected by the National Child Measurement Programme, Health and Social Care Information Centre. Note the gaps in the mapped data are where data is not published due to small numbers of children in reception year in these areas.



● A&E Attendances (0-4s)

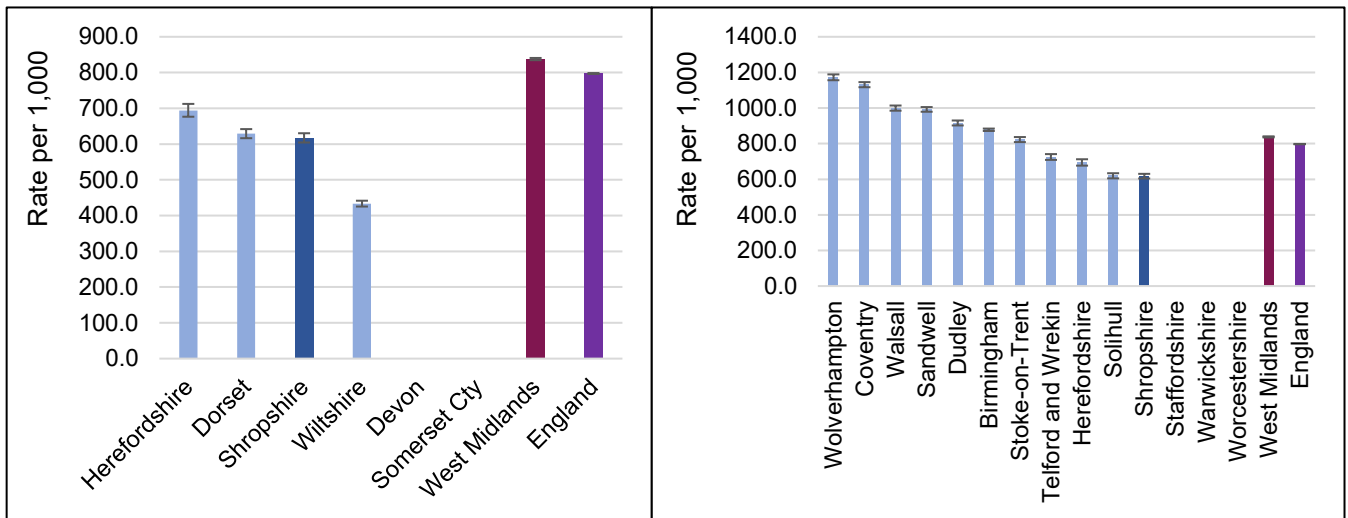
A&E attendances in children aged under five years are often preventable, and commonly caused by accidental injury or by minor illnesses which could have been treated in primary care²⁹.

In the period 2022-23, Shropshire's A&E attendance rate was 617.3 per 1,000 population. This equates to 8,765 attendances among children under five years old³⁰. This was significantly better than the regional average of 837.7 per 1,000 and the national average of 797.3 per 1,000³². Shropshire had the fourth lowest A&E attendance in the region and among its statistical neighbours.

²⁹ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](https://phe.org.uk)

³⁰ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](https://phe.org.uk)

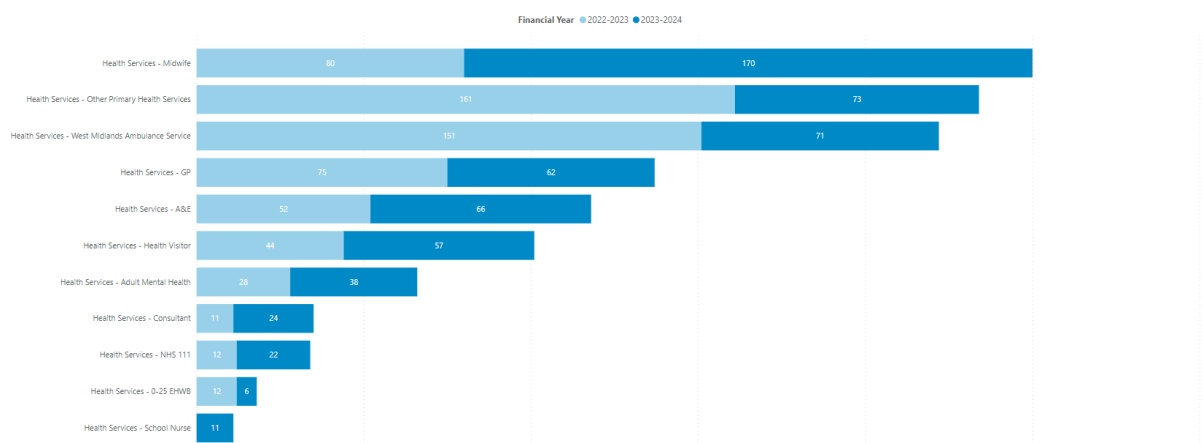
A&E attendance rate per 1,000 population aged 0-4 years in Shropshire and its statistical and regional neighbours, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Whilst Shropshire’s rate of A&E attendances is lower than the national average, the number of 0-4 year old Children’s Social Care contacts from A&E has risen among compared to the previous year, with 66 contacts in 2023-24 compared to 52 in 2022-23, a 27% rise year on year.

Other contact sources which have risen are Midwives (doubling compared to the previous year), health visitors (rise of 30%) and adult mental health services (rise of 36%).

Chart showing the contact source for contacts with Children’s social care aged 0-4, 2022-23 and 2023-24 across Shropshire. Source: Children’s Services, Shropshire Council.

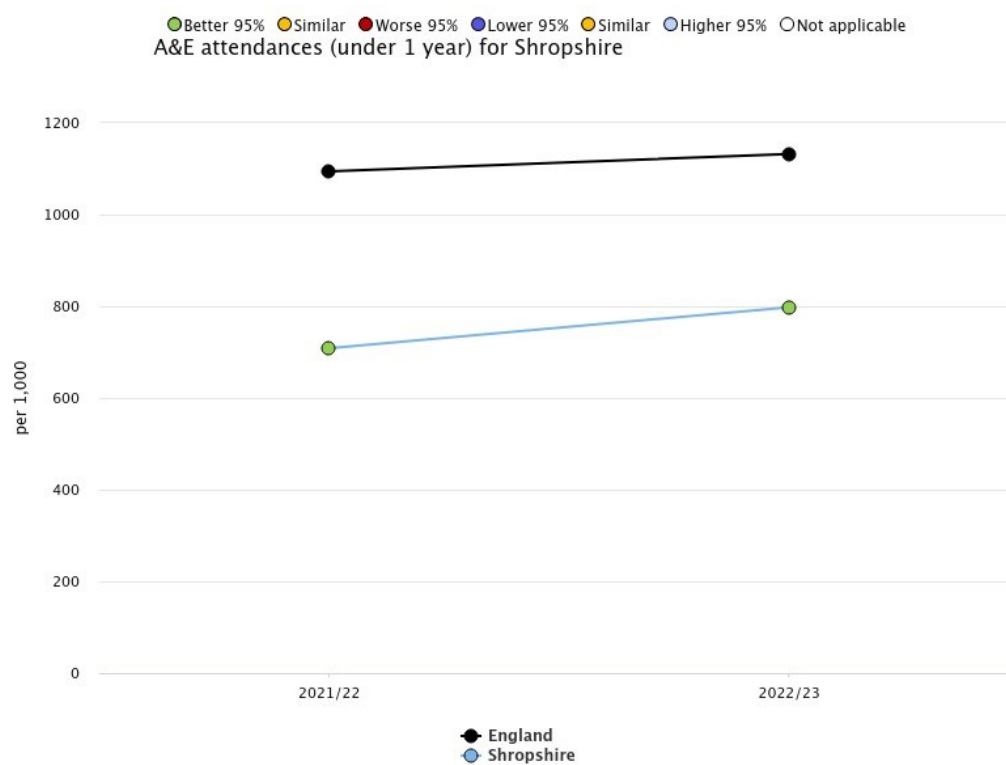


● A&E attendances (under 1 year)

During 2022/23, there were 2,135 A&E attendances among babies under 1 in Shropshire, equating to a rate of 798.1 per 1,000 babies aged under 1. Shropshire’s rate has risen slightly compared to the previous year, however this is still below the national rate of

1,132.3. Shropshire has the second lowest rate of attendances in the West Midlands region and is mid table among it's statistical nearest neighbours.

Chart showing A&E attendances for babies under 1 years old in Shropshire. Source: Fingertips



● Emergency admissions (aged 0 to 4 years)

Approximately 35% of all admissions in the NHS in England are classified as emergency admissions, costing approximately £11 billion a year³¹. Admitting a patient to hospital as an emergency case is costly and frequently preventable, yet the number of emergency admissions to hospital has been rising for some time. From a public health point of view, emergency admissions data gives an indication of wider determinants of poor health, linked to areas such as housing and transport.

Over one quarter of emergency hospital admissions in children aged under 5 years in 2014-15 were for respiratory infections³³. Factors such as smoking in the home and damp housing are known to increase the risk and severity of respiratory infections in young children.

Shropshire's rate has been above the national average since 2013-14. More recently, there has been a rise in emergency admissions, up from 181.0 per 1,000 in 2021-22 to 189.4 per 1,000 in 2022/23³². This equates to 2,690 admissions, significantly worse than the national average of 158.0 per 1,000 and the regional average of 172.7 per 1,000³⁴. Shropshire's rate was the 6th highest regionally and the 3rd lowest among its statistical neighbours in 2022-23.

³¹ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](https://phe.org.uk/data)

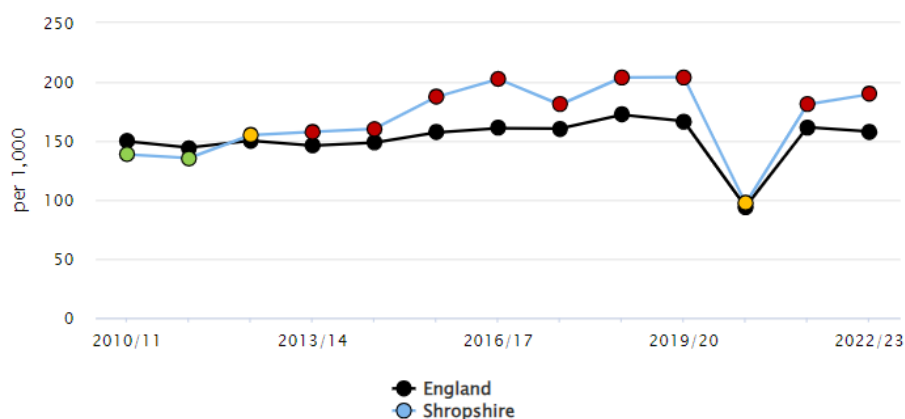
³² [Child and Maternal Health - Data - OHID \(phe.org.uk\)](https://phe.org.uk/data)

Rate of emergency admissions (per 1,000) among 0 to 4 years old in Shropshire and England over time. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

Emergency admissions (0 to 4 years)

[Show confidence intervals](#)

[Show 99.8% CI values](#)



Definition: Emergency admissions via A&E, GPs, Consultant outpatient clinic, Mental Health Services or Baby born at home as intended

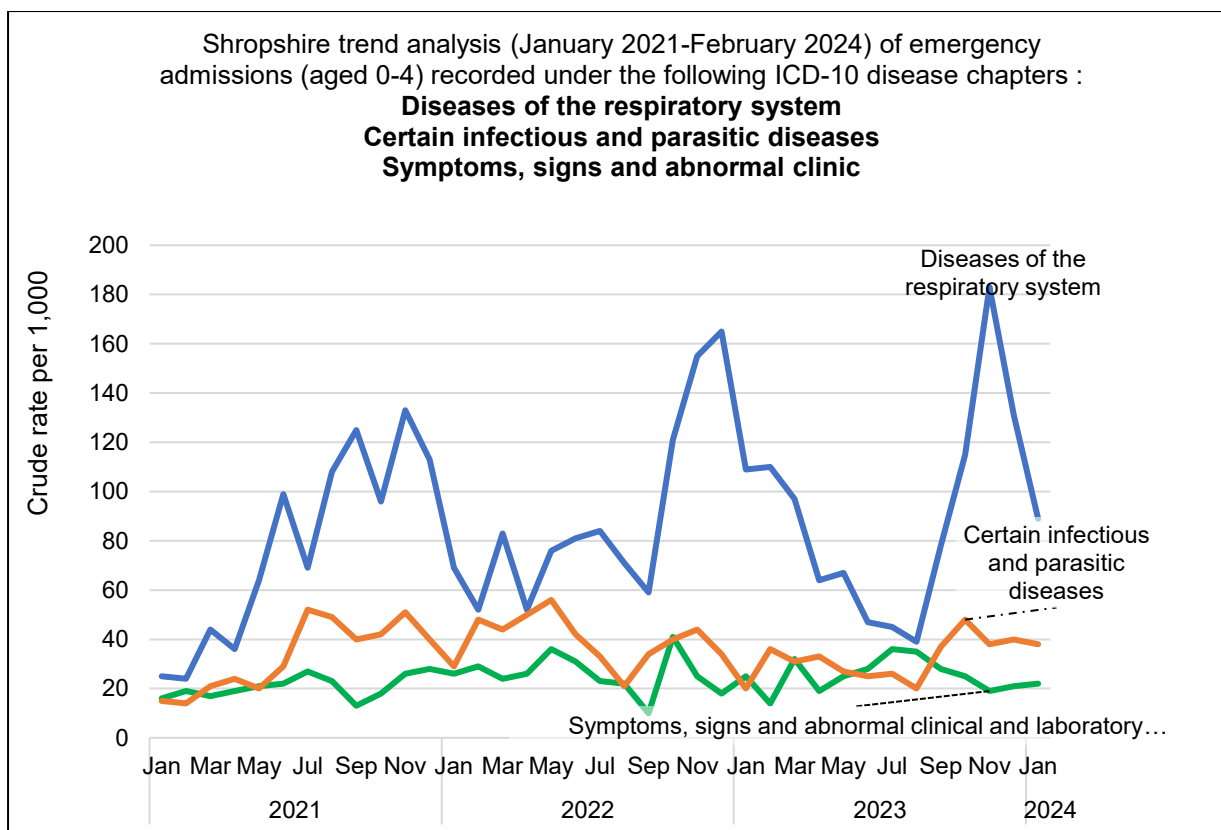
In 2022/23, more than two thirds of 0-4 emergency admissions were for three reasons:

- **Diseases of the respiratory system** (43%)
- **Certain infectious and parasitic diseases** (16%)
- **Symptoms, signs and abnormal clinical and laboratory findings**, not elsewhere classified (includes fevers, febrile illness, nausea and vomiting) (11%)
- Breaking these reasons down, showed acute **upper respiratory infection**, **viral infections** and **fevers** as key drivers

However, across Shropshire, Telford and Wrekin, half (53%) of 0-4 admissions recorded during the 2022/23 period had a zero length of stay.

This is due to the paediatric assessment unit referring babies and children into hospital for tests and monitoring followed by a same day discharge. Shropshire does not have a Same Day Emergency Care (SDEC) offer which, if in place, could reduce the rate of emergency admissions.

Seasonal pattern to the respiration admissions in persons aged 0-4, with activity peaking around December each year



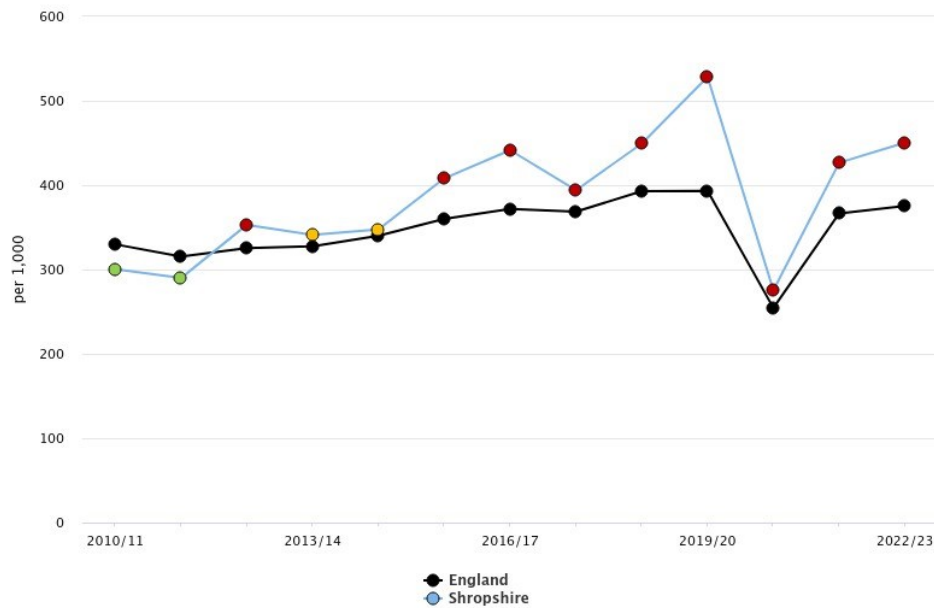
● **Emergency admissions (under 1)**

Shropshire’s rate has been above the national average since 2015-16. More recently, there has been a rise in emergency admissions among babies under 1, up from 426.6.0 per 1,000 in 2021-22 to 450.5 per 1,000 in 2022/23³³. This equates to 1,205 admissions, significantly worse than the national average of 375.4.0 per 1,000 and the regional average of 411.3 per 1,000³⁴. Shropshire’s rate was the 6th highest regionally and the 6th lowest among its 15 NHS England statistical neighbours in 2022-23.

Rate of emergency admissions (per 1,000) under 1 years old in Shropshire and England over time. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

³³ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](https://phe.org.uk)

Emergency admissions (under 1 year) for Shropshire



● Admission of babies under 14 days

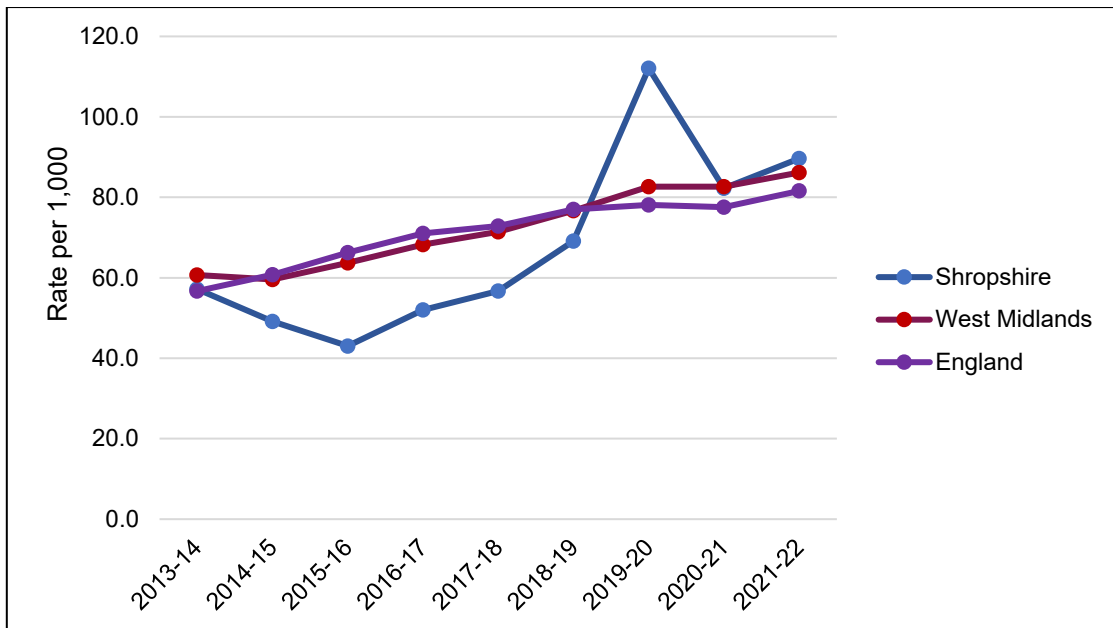
High levels of admissions of either mother or babies soon after birth can suggest problems with either the timing or quality of health assessments before the initial transfer or with the postnatal care once the mother is home³⁴. Dehydration and jaundice are two common reasons for re-admission of babies and are often linked to problems with feeding³³.

In the period 2021-22, there were 195 emergency admissions of babies under 14 days in Shropshire³⁵. This equates to a rate of 89.7 per 1,000 deliveries. This rate was the 7th highest regionally, similar to the regional rate of 86.2 per 1,000 and the national rate of 81.6 per 1,000³⁴.

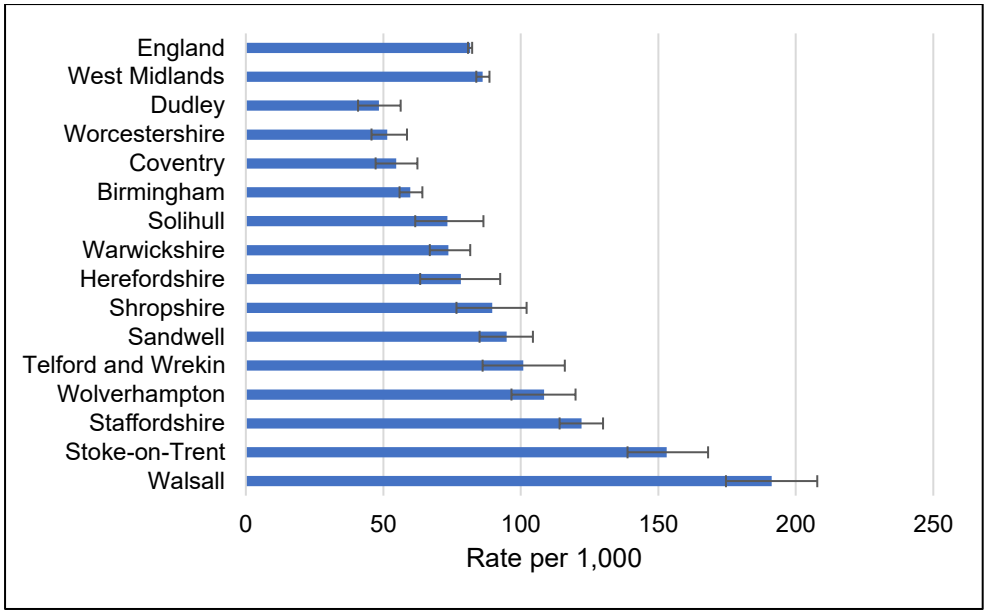
Emergency admissions from babies aged 0-13 days (inclusive) expressed as a crude rate per 1,000 deliveries in Shropshire, including West Midlands and England comparisons, 2013-14 to 2021-22. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

³⁴ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](https://phe.org.uk)

³⁵ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](https://phe.org.uk)



Emergency admissions from babies aged 0-13 days (inclusive) expressed as a crude rate per 1,000 deliveries in Shropshire including statistical and regional neighbours, with West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

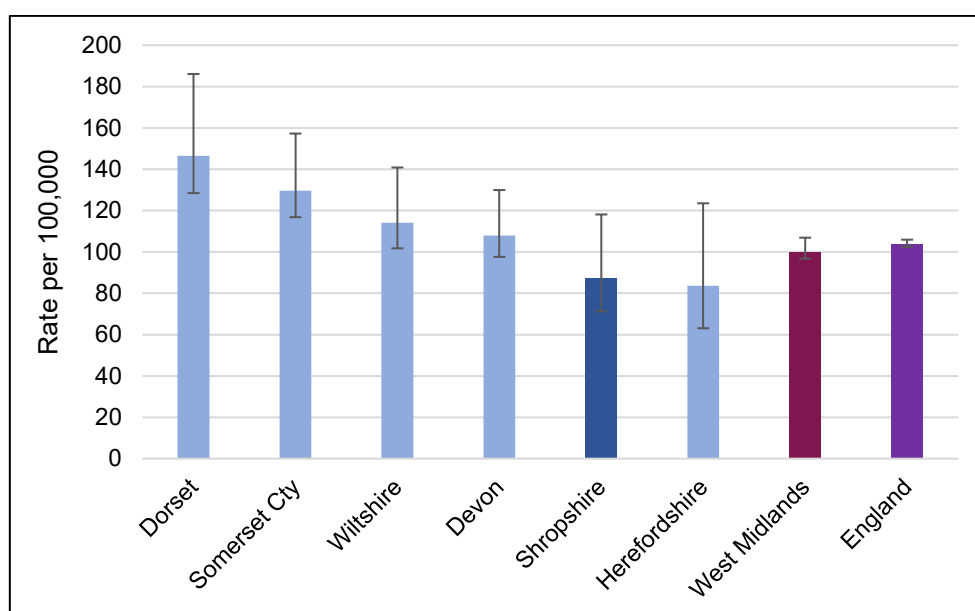


● Hospital admissions caused by unintentional and deliberate injuries in children (aged 0 to 4 years)

Injuries are a leading cause of hospitalisation and represent a major cause of premature mortality for children and young people³⁶. They are also a source of long-term health issues, including mental health related to experience(s).

During 2021-22, Shropshire's rate of hospital admissions caused by unintentional and deliberate injuries in children (aged 0 to 4 years) was 87.1 per 10,000 population aged 0-4³⁷. This equated to 125 admissions and was significantly below the regional average of 100.1 per 10,000 and national average of 103.6 per 10,000³⁶. Shropshire's rate was among the lowest regionally and among its statistical neighbours.

Rate of hospital admissions (per 100,000) among 0 to 4 years old due to unintentional and deliberate injuries in Shropshire and its statistical neighbours, including West Midlands and England comparisons, 2021-22. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



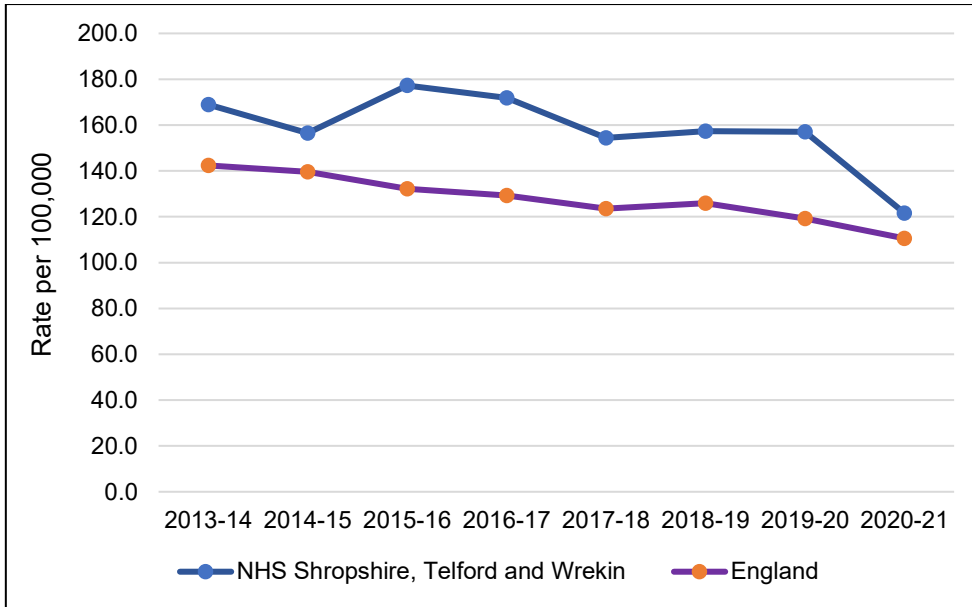
Rate in Shropshire, Telford and Wrekin has seen a steady decrease since 2013-14, from 168.9 per 100,000 in 2013-14 to 121.7 per 100,000 in 2020-21³⁸. Overall, the national rate has been stable and declining over time (since 2013-14).

Rate of hospital admissions (per 100,000) among 0 to 4 years old due to unintentional and deliberate injuries in NHS Shropshire, Telford and Wrekin, including England comparison, 2013-14 to 2020-21. Source: [Public Health Profile](#), Fingertips, OHID

³⁶ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

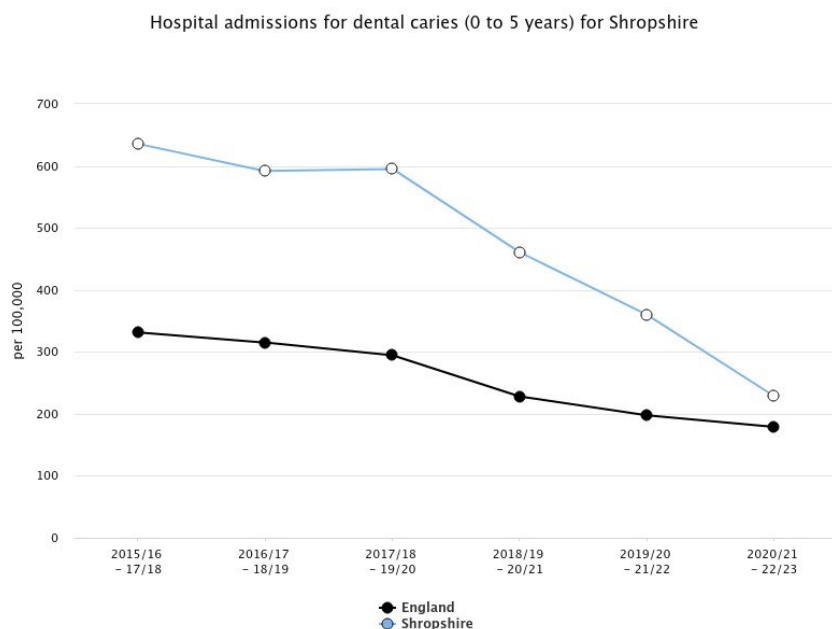
³⁷ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

³⁸ [Public health profiles - OHID \(phe.org.uk\)](#)



● Hospital admissions for dental caries (0-5 years)

In Shropshire between 2020/21-22/23, there were 120 hospital admissions for dental caries among those aged 5 and below, equating to a rate of 228.4 per 100,000 which is above the national average of 178.8. However, this rate has been decreasing over time at a faster pace than seen nationally.



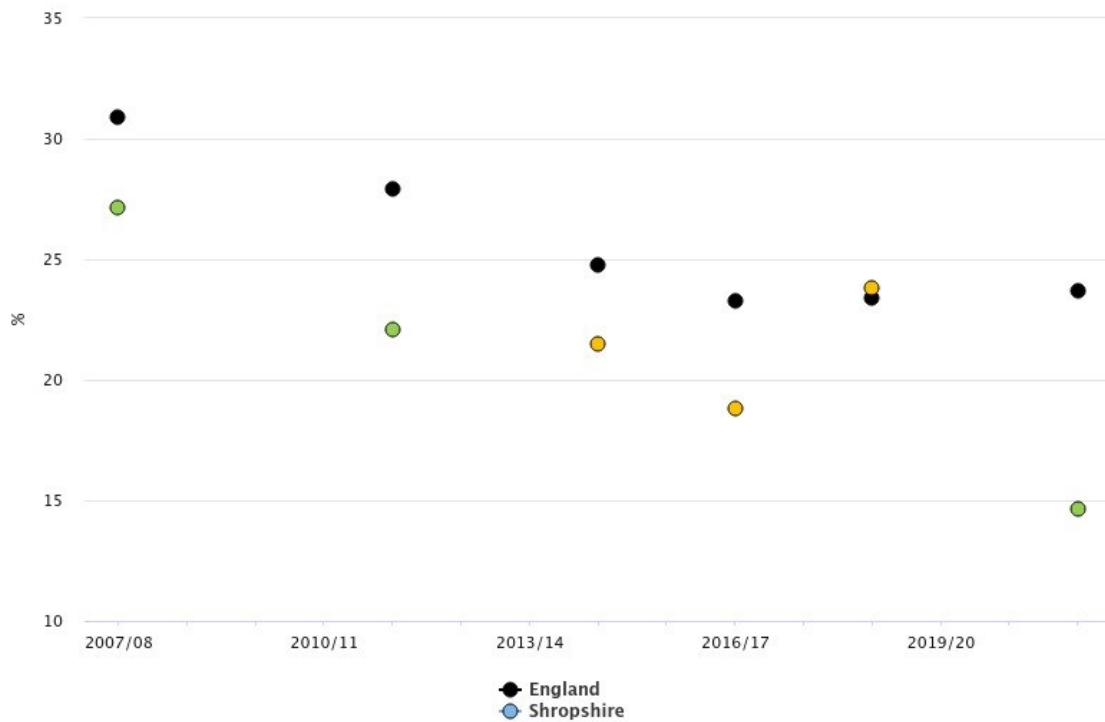
Percentage of 5 year olds with experience of visually obvious dental decay

Oral health is an integral part of overall health; when children are not healthy this affects their ability to learn, thrive and develop. This indicator therefore links to a key policy: Getting the Best Start in Life. Poor oral health is a priority under Best Start in Life, it was also a topic of a Health Select Committee inquiry, and the most common cause of hospital admission for 5 to 9 year olds. This indicator allows benchmarking of oral health of young children across England, and is an excellent proxy measure of assessing the impact of the commissioning of oral health improvement programmes on the local community. Dental caries is a synonymous term for tooth decay.

In Shropshire in 2020-21, 14.6% of 5 year olds examined had at least one tooth decayed, missing or filled, a lower rate than seen nationally (23.7%) and regionally (23.8%). Shropshire's rate also fell compared to 2019-20 however the pandemic may have impacted this data.

Area	Recent Trend	Count	Value	95% Lower CI	95% Upper CI
England	-	-	23.7	23.3	24.0
West Midlands region (statistical)	-	-	23.8	22.8	24.8
Herefordshire	-	-	38.7	33.2	44.6
Stoke-on-Trent	-	-	35.0	32.1	38.1
Coventry	-	-	34.2	29.1	39.7
Sandwell	-	-	30.0	25.3	35.1
Walsall	-	-	24.8	20.3	30.0
Birmingham	-	-	23.8	19.2	29.0
Wolverhampton	-	-	23.4	21.5	25.5
Telford and Wrekin	-	-	19.1	13.3	26.5
Warwickshire	-	-	17.7	15.9	19.7
Worcestershire	-	-	17.6	13.3	22.9
Dudley	-	-	17.3	13.5	21.9
Staffordshire	-	-	16.8	13.1	21.3
Solihull	-	-	16.4	12.0	22.0
Shropshire	-	-	14.6	10.4	20.2

● Better 95% ● Similar ● Worse 95% ○ Not applicable
 Percentage of 5 year olds with experience of visually obvious dental decay for Shropshire



Vaccination coverage

The childhood immunisation programme

Immunisations are given to babies at eight, twelve and sixteen weeks of age, with further immunisations given at one year of age^{39 40}:

Routine childhood immunisations				From September 2023
Age due	Diseases protected against	Vaccine given and trade name		Usual site ¹
Eight weeks old	Diphtheria, tetanus, pertussis (whooping cough), polio, Haemophilus influenzae type b (Hib) and hepatitis B	DTaP/IPV/Hib/HepB	Infanrix hexa or Vaxelis	Thigh
	Meningococcal group B (MenB)	MenB	Bexsero	Left thigh
	Rotavirus gastroenteritis	Rotavirus	Rotarix ²	By mouth
Twelve weeks old	Diphtheria, tetanus, pertussis, polio, Hib and hepatitis B	DTaP/IPV/Hib/HepB	Infanrix hexa or Vaxelis	Thigh
	Pneumococcal (13 serotypes)	PCV	Prevenar 13	Thigh
	Rotavirus	Rotavirus	Rotarix ²	By mouth
Sixteen weeks old	Diphtheria, tetanus, pertussis, polio, Hib and hepatitis B	DTaP/IPV/Hib/HepB	Infanrix hexa or Vaxelis	Thigh
	MenB	MenB	Bexsero	Left thigh
One year old (on or after the child's first birthday)	Hib and MenC	Hib/MenC	Menitorix	Upper arm/thigh
	Pneumococcal	PCV booster	Prevenar 13	Upper arm/thigh
	Measles, mumps and rubella (German measles)	MMR	MMRvaxPro ³ or Priorix	Upper arm/thigh
	MenB	MenB booster	Bexsero	Left thigh
Eligible paediatric age group ⁴	Influenza (each year from September)	Live attenuated influenza vaccine LAIV	Fluenz Tetra ^{3,5}	Both nostrils
Three years four months old or soon after	Diphtheria, tetanus, pertussis and polio	dTaP/IPV	Boostrix-IPV	Upper arm
	Measles, mumps and rubella	MMR (check first dose given)	MMRvaxPro ³ or Priorix	Upper arm
Boys and girls aged twelve to thirteen years	Cancers and genital warts caused by specific human papillomavirus (HPV) types	HPV ⁶	Gardasil 9	Upper arm
Fourteen years old (school Year 9)	Tetanus, diphtheria and polio	Td/IPV (check MMR status)	Revaxis	Upper arm
	Meningococcal groups A, C, W and Y	MenACWY	Nimenrix	Upper arm

1. Intramuscular injection into deltoid muscle in upper arm or anterolateral aspect of the thigh.
2. Rotavirus vaccine should only be given after checking for SCID screening result.
3. Contains porcine gelatine.
4. See annual flu letter at: www.gov.uk/government/collections/annual-flu-programme

5. If LAIV (live attenuated influenza vaccine) is contraindicated or otherwise unsuitable use inactivated flu vaccine (check Green Book Chapter 19 for details).
6. See Green Book chapter 18a for immunising immunocompromised young people who will need 3 doses.

³⁹ [A guide to immunisations for babies born on or after 1 January 2020](#)

⁴⁰ [Routine childhood immunisation schedule - GOV.UK \(www.gov.uk\)](#)

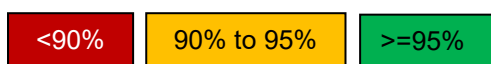
Vaccination measures

Childhood vaccine coverage in Shropshire, including West Midlands and England comparisons, Source: [PHOF](#), Fingertips, OHID

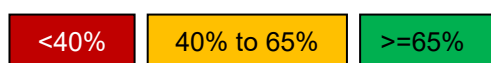
Vaccination coverage	Period	Shropshire	West Midlands	England	Recent trend
Dtap IPV Hib (1 year old)	2022/23	95.7	91.5	91.8	→
Men B (1 year old)	2022/23	95.8	90.6	91.0	→
Rotavirus (1 year old)	2022/23	94.1	88.3	88.7	→
PCV	2022/23	96.9	93.2	93.7	↑
Hepatitis B (2 years old)	2022/23	-	-	-	-
Dtap IPV Hib (2 years old)	2022/23	96.5	92.9	92.6	→
Men B booster (2 years old)	2022/23	93.9	87.1	87.6	→
MMR – one dose (2 years old)	2022/23	94.7	88.9	89.3	→
PCV booster	2022/23	94.5	88.3	88.5	→
Flu (2 to 3 years old)	2022/23	50.8	39.1	43.7	→
Hib and MenC booster (2 years old)	2022/23	94.4	88.2	88.7	→
DTaP and IPV booster (5 years)	2022/23	89.5	82.8	83.3	→
MMR – one dose (5 years old)	2022/23	95.6	92.6	92.5	→
MMR – two doses (5 years old)	2022/23	89.8	83.7	84.5	→
Flu (primary school aged children)	2022	70.8	52.1	56.3	-

Recent trend: ↑ Increasing & getting better → No significant change

Benchmarking against goal:



Benchmarking against goal
Flu (2 to 3 years old):

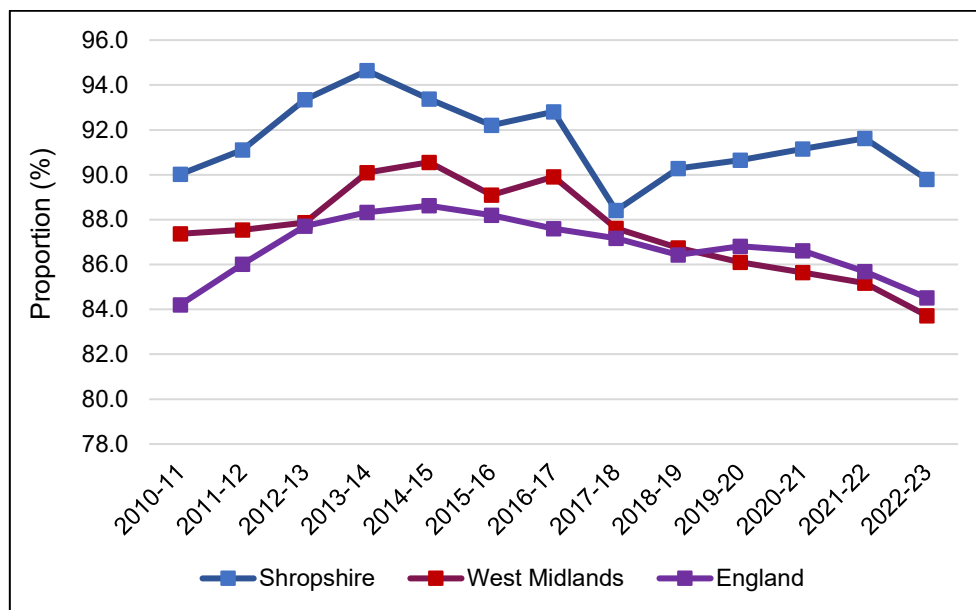


Benchmarking against goal
Flu (primary school aged children):



- In the period 2022/23, vaccination coverage for 1 year olds in Shropshire for Dtap IPV Hib and MenB were above the goal of $\geq 95\%$ ⁴¹. Vaccine coverage for Rotavirus for 1 year olds in 2022/23 was lower than the $\geq 95\%$ goal but fell between 90% and 95%.
- At 2 years, vaccine coverage was high and above the $\geq 95\%$ goal for Dtap IPV Hib at 96.5%, however MenB boosters, MMR first dose, and Hib and MenC coverage were lower than the $\geq 95\%$ goal but fell between 90% and 95%⁴⁰.
- Flu vaccination coverage at 2-3 years was lower than the goal of $\geq 65\%$ but fell between 40% and 65%, at 50.8%⁴⁰. At 5 years old, coverage for Dtap and IPC boosters as well as MMR second doses were less than 90%, at 89.5% and 89.8% respectively, similar to the goal along with MMR second doses⁴⁰.
- As shown in the figure below, MMR vaccine coverage for two doses in Shropshire saw an increase between 2017-18 and 2021-22 (from 87.6% to 91.6%), after which a decrease was seen between 2021-22 and 2022-23 (from 91.6% to 89.8%).

MMR vaccine coverage for two doses (5 years old) in Shropshire, including West Midlands and England comparisons, Source: [PHOF](#), Fingertips, OHID



⁴¹ [PHOF](#)

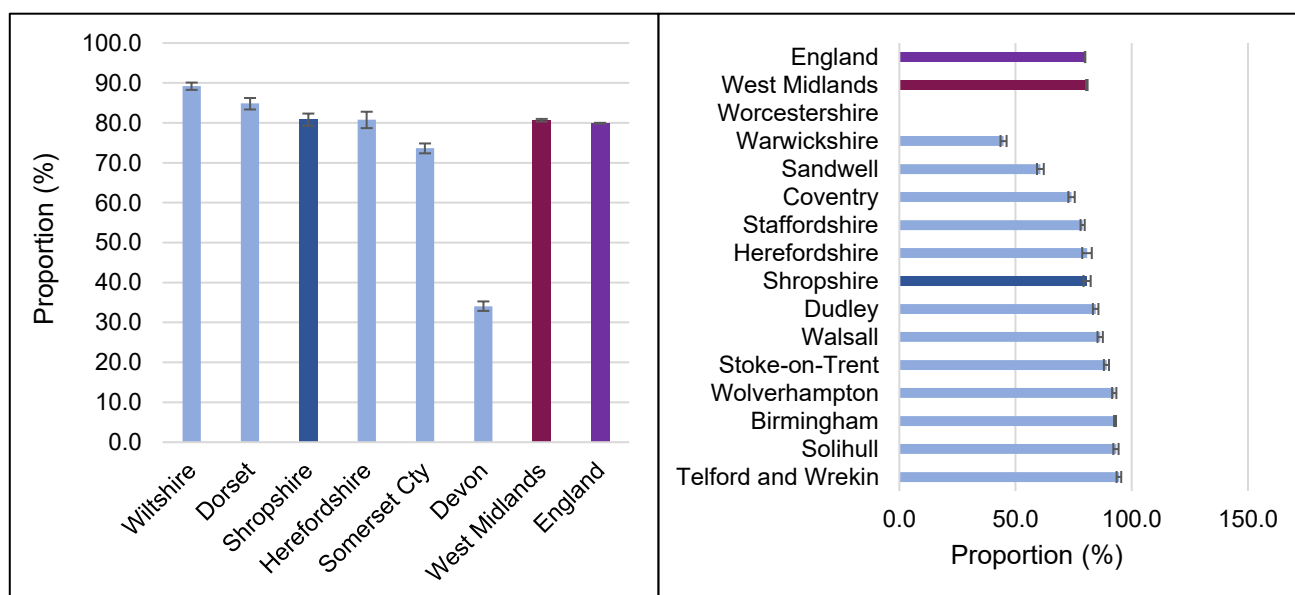
Health Visiting metrics

New birth visits within 14 days (NBV)

All infants and their families are eligible to receive a visit led by a health visitor within the first two weeks from birth. This means that any problems can be identified early, and interventions may be more successful the earlier they are put in place⁴².

During 2022-23, the proportion of infants receiving a new birth visit (NBV) by a Health Visitor within 14 days in Shropshire was 80.8%, a fall compared to the 2020-21's rate of 89.3%. Shropshire's current rate is similar to the regional average of 80.7% and national average of 79.9%⁴³. Shropshire's proportion was the 6th lowest regionally and 4th lowest among its statistical neighbours.

Proportion of new birth visits completed within 14 days in Shropshire and its statistical and regional neighbours, including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

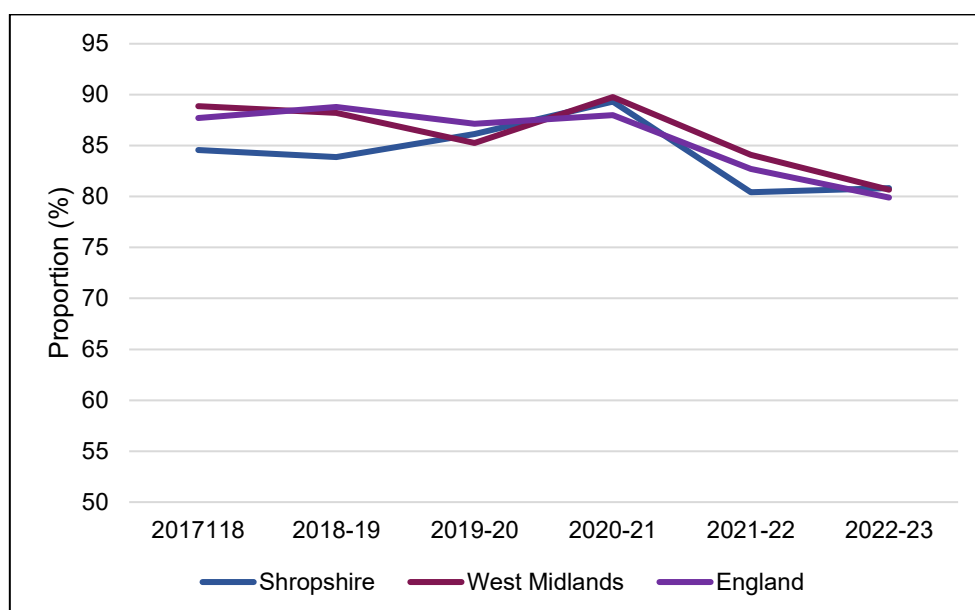


Shropshire's proportion saw an increase between 2017-18 and 2020-21, after which a steady decrease was observed. Overall, regional and national proportions have been declining since 2020-21.

⁴² [LG inform](#): Health and Wellbeing in Shropshire: A Focus on Children

⁴³ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

Proportion of new birth visits completed within 14 days in Shropshire, including West Midlands and England comparisons, 2017-18 to 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



6 to 8 week reviews

The 6 to 8 week review is an opportunity for support with breastfeeding if required, and allows an assessment of the mother's mental health, as well as reinforcing the discussions and messages from the new birth visit⁴⁴. It is an opportunity to ensure the mother has had a six-week postnatal check, and that the infant has received the infant physical examination, as well as a reminder of the importance of the vaccinations that take place in the first few months. Any difficulties the mother has had in receiving benefits she is entitled to can be discussed and support offered.

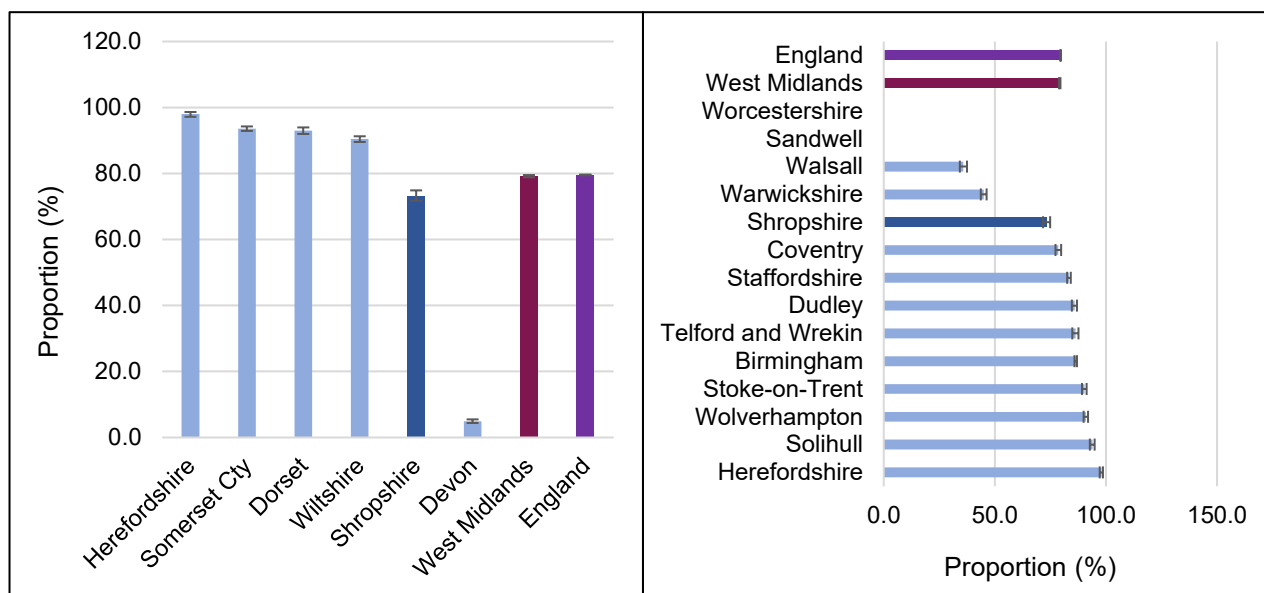
During 2022-23, 73.3% of infants aged 6-8 weeks old received a review by the time they were 8 weeks old in Shropshire, a rise compared to 2020-21's figure of 57.6%⁴⁵. However, Shropshire's proportion is still below the regional average of 79.2% and national average of 79.6% and ranks Shropshire third worst regionally and 2nd worst among its statistical neighbours.

This is due to mainly due to the timing that the invites are generated and parental choice. The service have made changes to the system to generate earlier appointments to ensure that these are more frequently prior to the child's first birthday.

⁴⁴ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

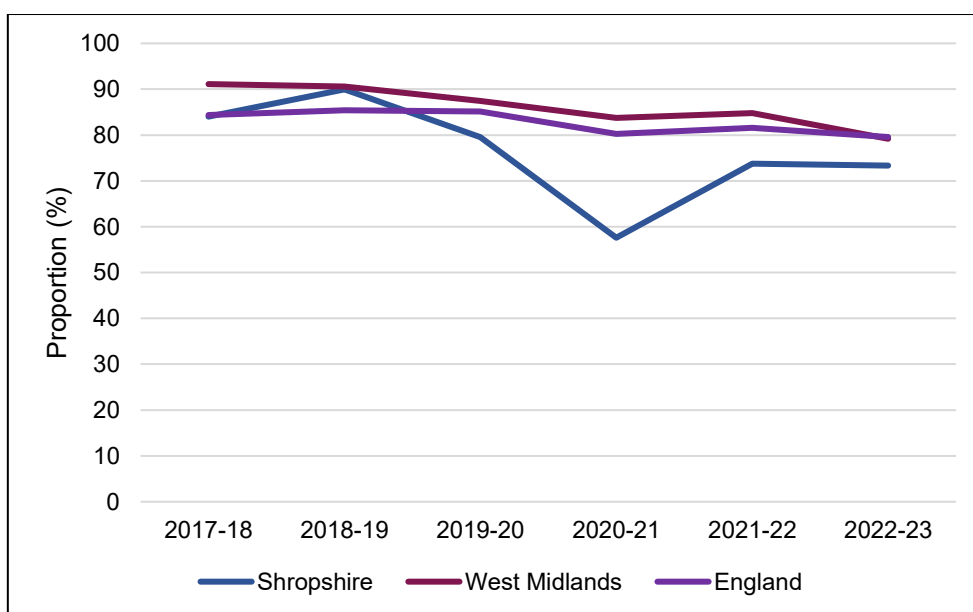
⁴⁵ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

Proportion of children receiving 6 to 8 weeks review in Shropshire and its statistical and regional neighbours including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Shropshire’s proportion saw a decrease between 2017-18 and 2020-21, after which an increase was observed. Shropshire’s proportion has remained stable in the past 2 years. Overall, regional and national proportions have been declining since 2017-18.

Proportion of children receiving 6 to 8 weeks review in Shropshire, including West Midlands and England comparisons, 2017-18 to 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

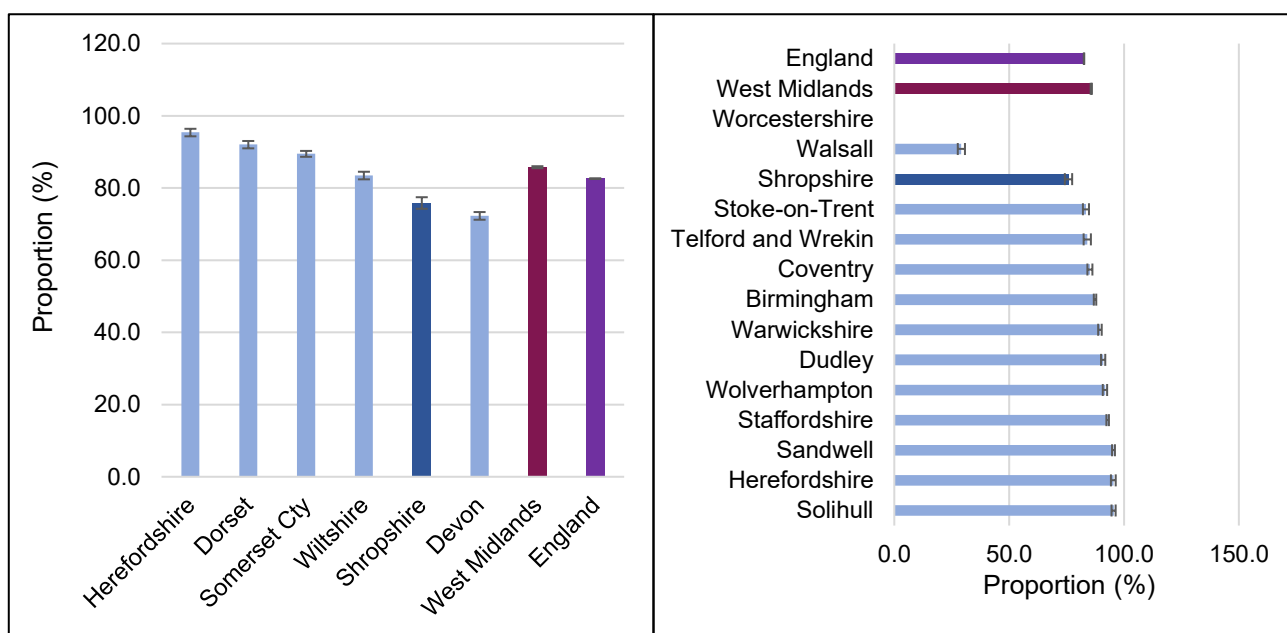


12-month reviews

All children should receive a review by a health visitor led team shortly before they turn one year. This allows for assessment of the baby’s physical, emotional and social needs in the context of their family, including predictive risk factors, and provides an opportunity for both parents to talk about any concerns that they may have about their baby’s health, as well as a reminder of the importance of the vaccinations at around one year. It also allows monitoring of the baby’s growth, and discussions on weaning, oral health and home safety (particularly relevant as babies are now sitting independently, rolling over, and may be starting to walk). In addition, it presents an opportunity to discuss preconception health before any future pregnancy. A review between 9 and 12 months ensures any issues can be identified early and referrals made as appropriate. However, it is accepted that for many reasons these reviews may be a little late and the content is still of value. This metric therefore shows the proportion of children who have a 12-month review on time or slightly late (by 15 months)⁴⁶.

During 2022-23, 75.9% of infants aged 12 months old in Shropshire received a review by the time they were 15 months, a significant rise compared to 2020-21’s figure of 13.1%⁴⁷. However, Shropshire’s proportion is still below the regional average of 85.7% and national average of 82.6% and ranks Shropshire 2nd lowest regionally and among its statistical neighbours.

Proportion of children receiving 12-month review in Shropshire and its statistical and regional neighbours, including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

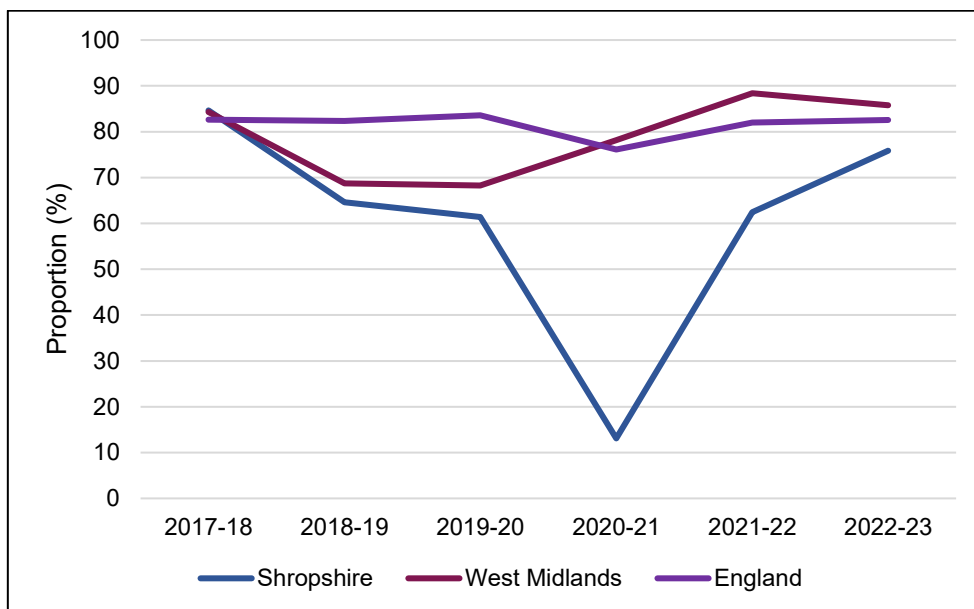


⁴⁶ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

⁴⁷ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

Shropshire’s proportion saw a decrease between 2017-18 and 2020-21, after which a steady increase was observed. Overall, regional and national proportions have increased since 2021-22.

Proportion of children receiving 12-month review in Shropshire, including West Midlands and England comparisons, Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Child development

All children in England are eligible for a Healthy Child Programme development review, delivered as part of the universal health visitor service, around their second birthday. The Ages and Stages Questionnaire (ASQ-3) is used to generate data for a population measure of child development outcomes. The purpose is to drive improvements in outcomes at scale with a particular focus on speech, language and communication needs and school readiness⁴⁸.

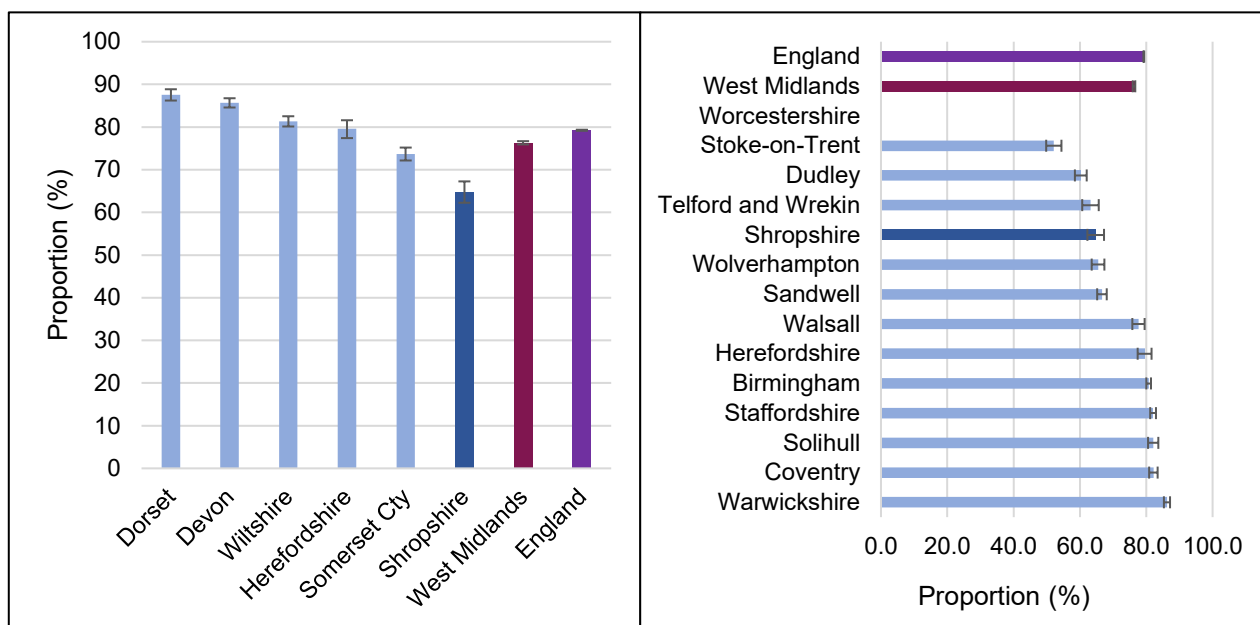
Child development: percentage of children achieving a good level of development at 2 to 2½ years

During 2022-23, 64.8% of children aged 2 to 2 ½ years old achieved a good level of development, ranking Shropshire worst among its statistical neighbours and 4th worst regionally⁴⁹. This proportion is worse than the regional average of 76.3% and national average of 79.3%.

⁴⁸ [LG inform](#): Health and Wellbeing in Shropshire: A Focus on Children

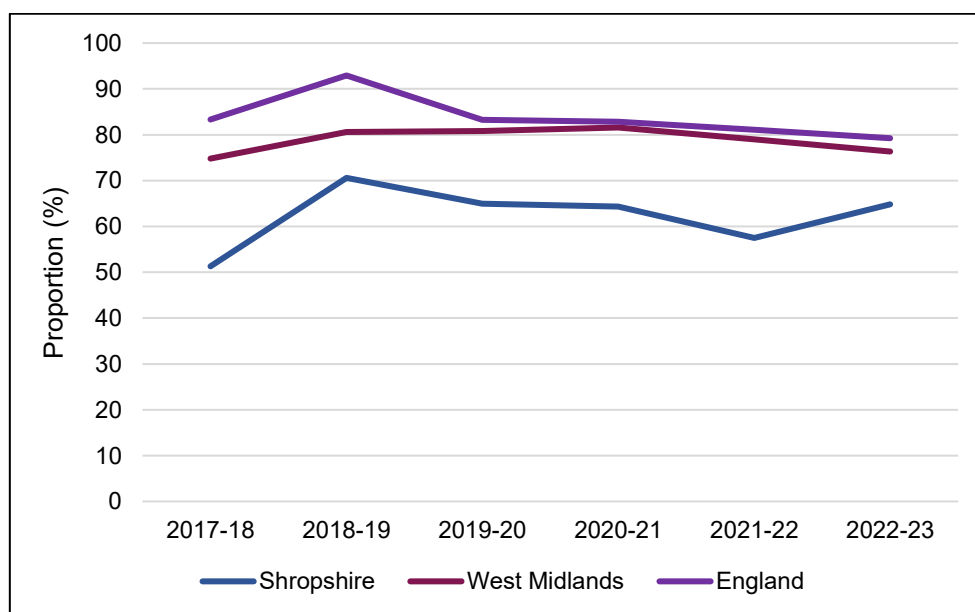
⁴⁹ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

Proportion of children achieving a good level of development at 2 to 2 ½ years in Shropshire and its statistical and regional neighbours, including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Shropshire has been below the regional and national average since 2017-18, though a slight increase was observed between 2021-22 and 2022-23. However, there are data quality concerns surrounding this data and figures should be interpreted with caution.

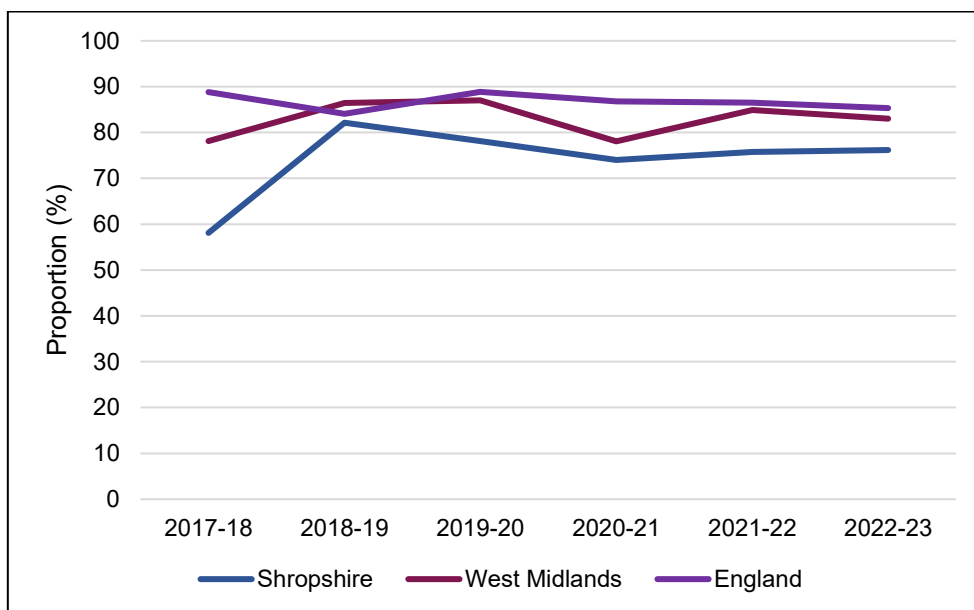
Proportion of children achieving a good level of development at 2 to 2 ½ years in Shropshire, including West Midlands and England comparisons, 2017-18 to 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Achieving the expected level in communication skills at 2 to 2½ years

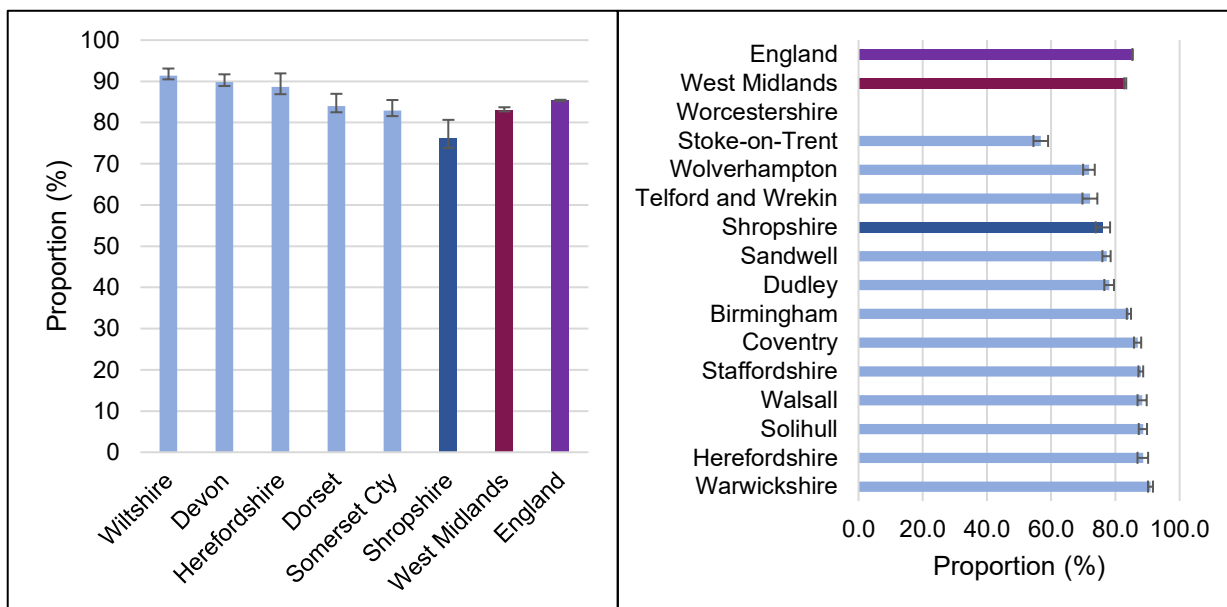
Three quarters of children in Shropshire - 76.2%, achieved the expected level of communication skills at 2 to 2½ years in 2022-23⁵⁰. However, this was still lower than the regional average of 83% and national average of 85% and ranks Shropshire fourth lowest in the region and lowest among its statistical neighbours⁴⁹. Whilst the proportion was below the national average, it has remained steady over the last three years. However, there are data quality concerns surrounding this data and figures should be interpreted with caution.

Proportion of children achieving the expected level in communication skills at 2 to 2½ years in Shropshire, including West Midlands and England comparisons, 2017-18 to 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



⁵⁰ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

Proportion of children achieving the expected level in communication skills at 2 to 2 ½ in Shropshire and its statistical and regional neighbours, including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

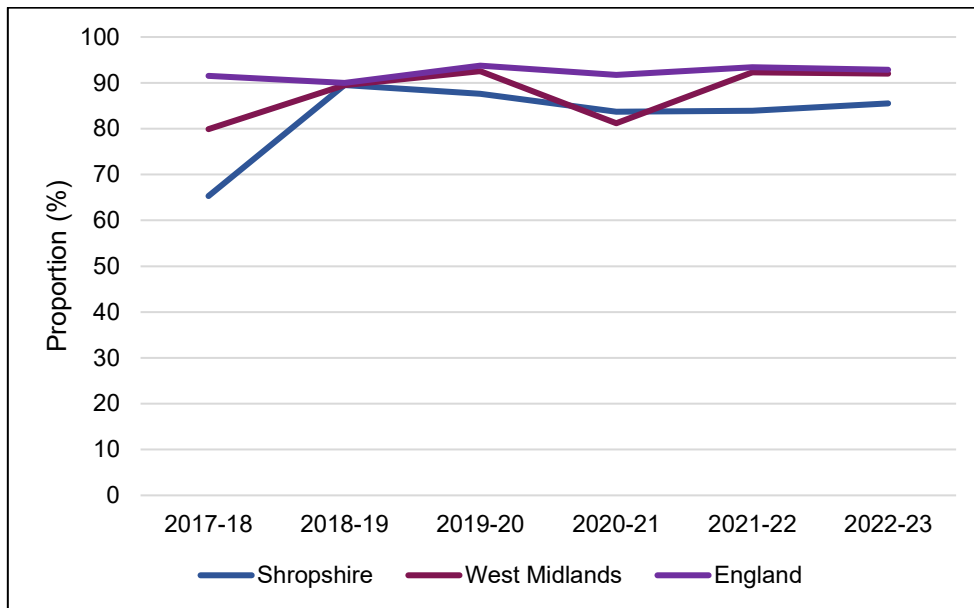


Achieving the expected level in gross motor skills at 2-2½ years

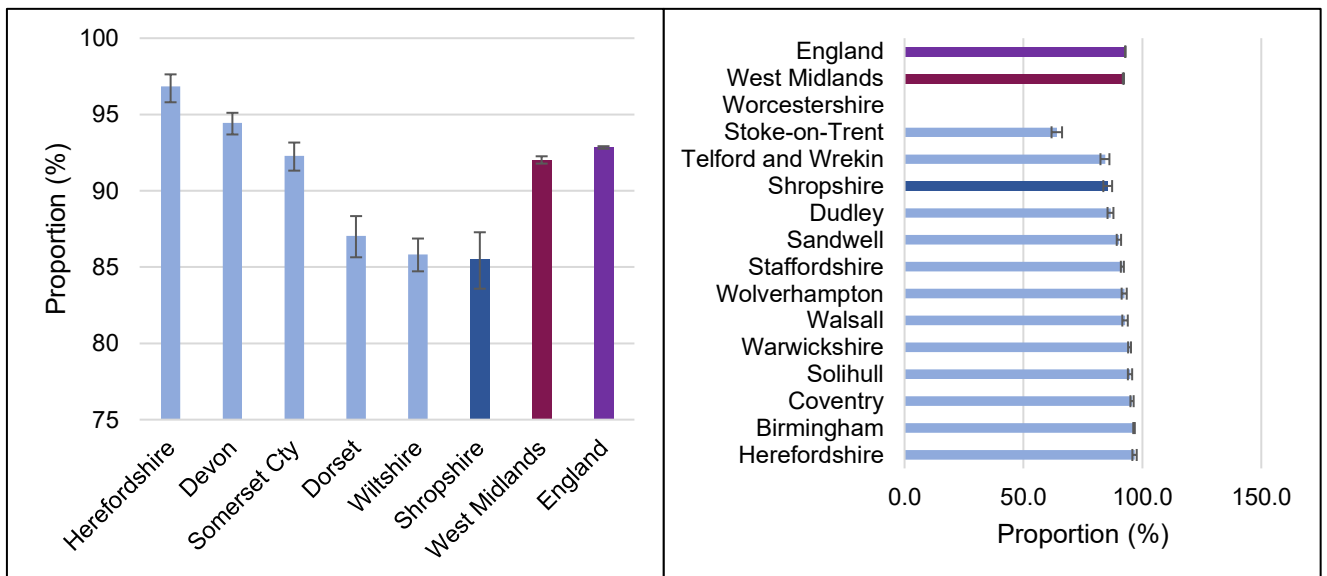
During 2022-23, 85.5% of children in Shropshire achieved the expected level of gross motor skills at 2 to 2 ½ years⁵¹. However, this was lower than the regional average of 92% and the national average of 92.8%⁵⁰. This ranks Shropshire 3rd lowest in the region and lowest among its statistical neighbours. Whilst the rate is below the national average, it has remained steady over the last three years. However, there are data quality concerns surrounding this data and figures should be interpreted with caution.

⁵¹ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

Proportion of children achieving the expected level in gross motor skills at 2 to 2 ½ years in Shropshire, including West Midlands and England comparisons, 2017-18 to 2022-23.
 Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Proportion of children achieving the expected level in gross motor skills at 2 to 2 ½ years in Shropshire and its statistical and regional neighbours, including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

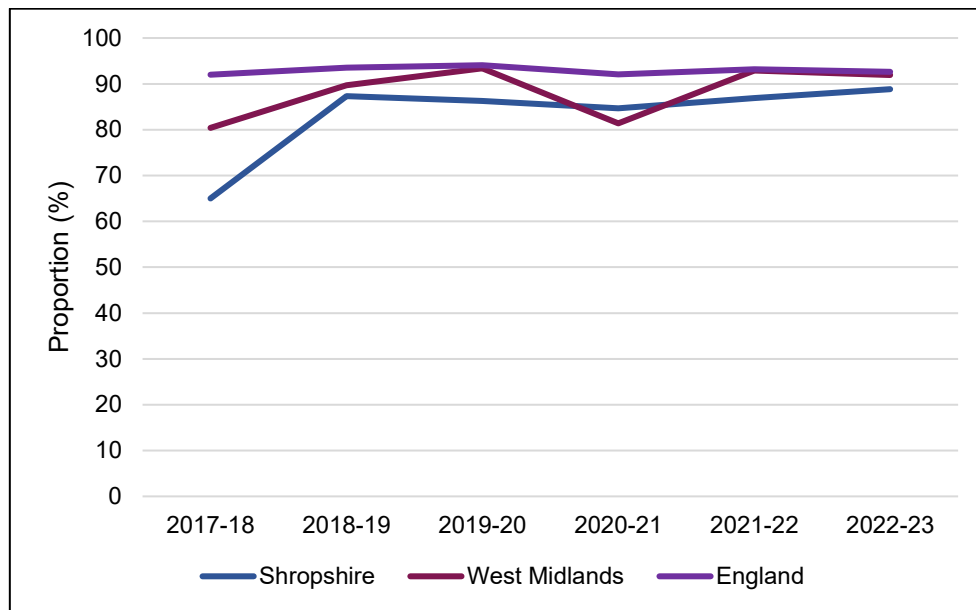


Achieving the expected level in fine motor skills at 2-2½ years

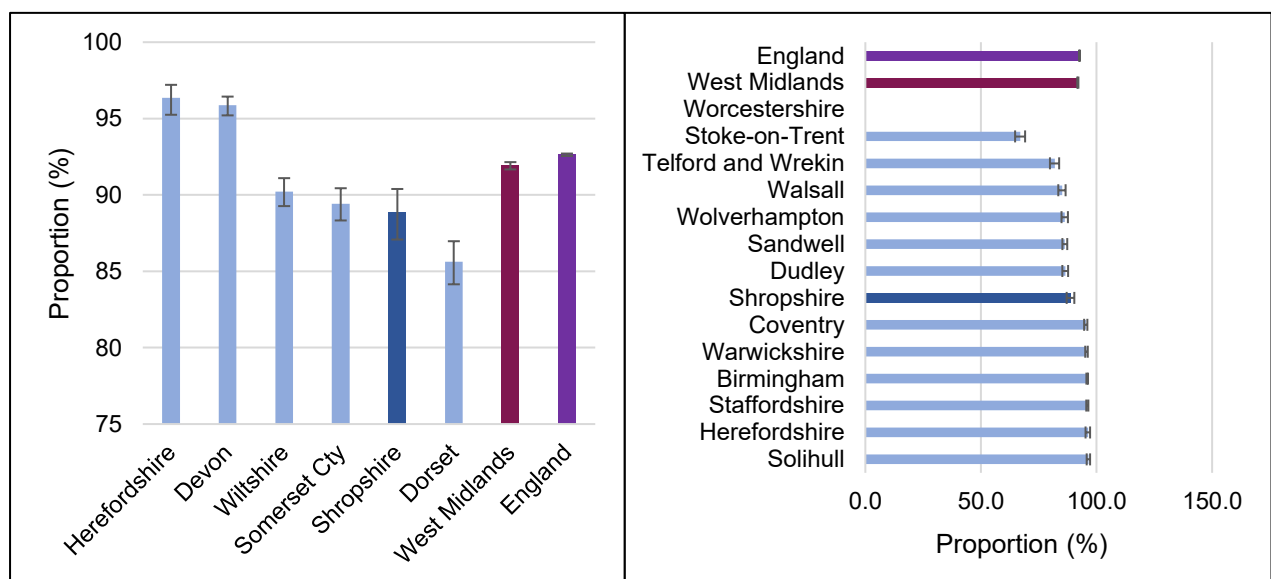
During 2022-23, 88.8% of children in Shropshire achieved the expected level of fine motor skills at 2 to 2 ½ years⁵². This was lower than the regional average of 91.9% and the national average of 92.6%. This ranks Shropshire eight lowest in the region and second lowest among its statistical neighbours. Whilst the rate is below the national average, it has remained steady since 2018/19. However, there are data quality concerns surrounding this data and figures should be interpreted with caution.

Proportion of children achieving the expected level in fine motor skills at 2 to 2 ½ years in Shropshire, including West Midlands and England comparisons, 2017-18 to 2022-23.

Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Proportion of children achieving the expected level in fine motor skills at 2 to 2 ½ years in Shropshire and its statistical and regional neighbours, including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

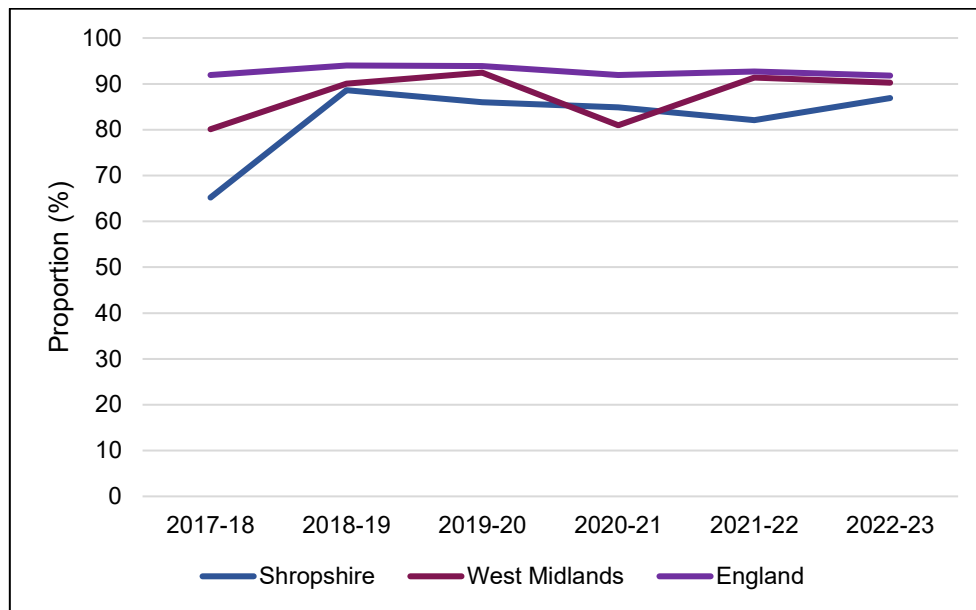


⁵² [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

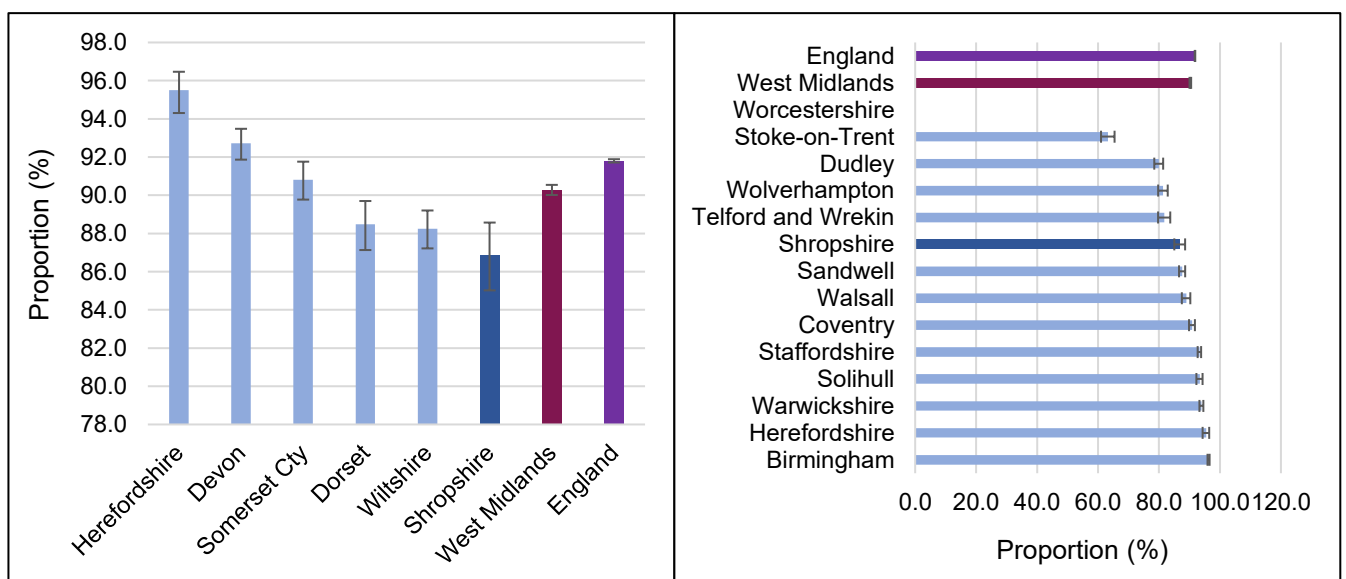
Achieving the expected level in problem solving skills at 2-2½ years

During 2022-23, 86.9% of children in Shropshire achieved the expected level in problem solving skills at 2 to 2 ½ years⁵³. This is lower than the regional average of 90.2% and national average of 91.8%. This ranks Shropshire fifth lowest in the region and lowest among its statistical neighbours. Though Shropshire's proportion is lower than the national average, a slight increase was observed between 2021-22 and 2022-23. There are data quality concerns surrounding this data and figures should be interpreted with caution.

Proportion of children achieving the expected level in problem solving skills at 2 to 2 ½ years in Shropshire, including West Midlands and England comparisons, 2017-18 to 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Proportion of children achieving the expected level in problem solving skills at 2 to 2 ½ years in Shropshire and its statistical and regional neighbours, including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

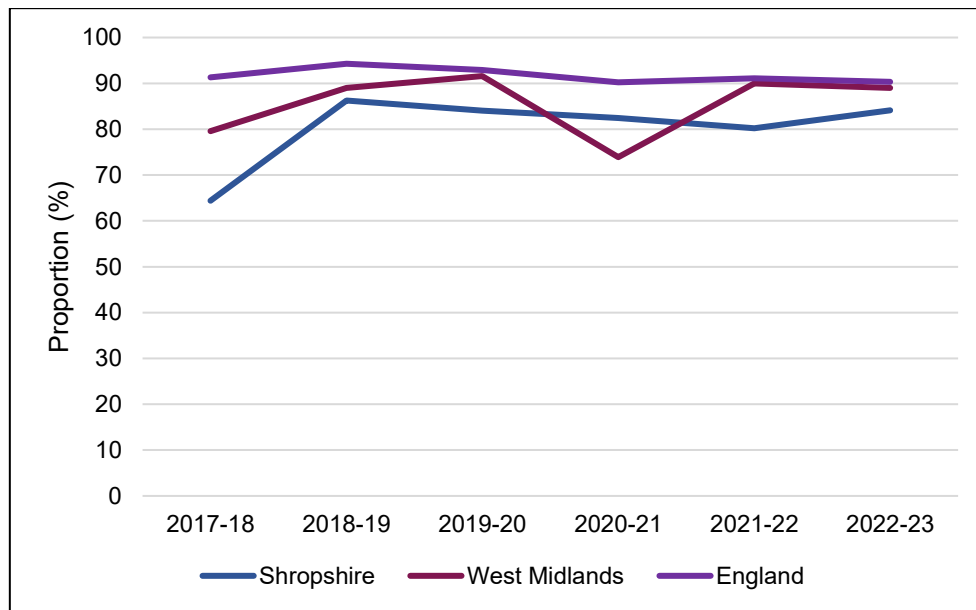


⁵³ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

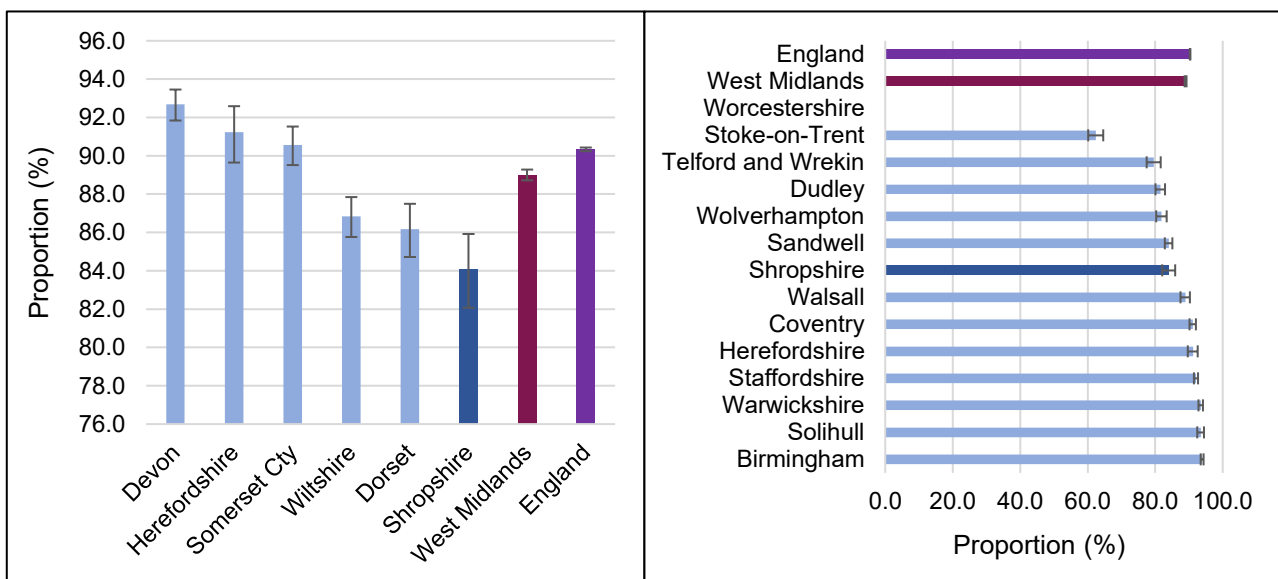
Achieving the expected level in personal social skills at 2-2½ years

During 2022-23, 84% of children in Shropshire achieved the expected level in problem solving skills at 2 to 2 ½ years⁵⁴. This was lower than the regional average of 89% and the national average of 90.3%. This ranks Shropshire 6th lowest regionally and lowest among its statistical neighbours.

Proportion of children achieving the expected level in personal social skills at 2 to 2 ½ years in Shropshire, including West Midlands and England comparisons, 2017-18 to 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Proportion of children achieving the expected level in personal social skills at 2 to 2 ½ years in Shropshire and its statistical and regional neighbours, including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID

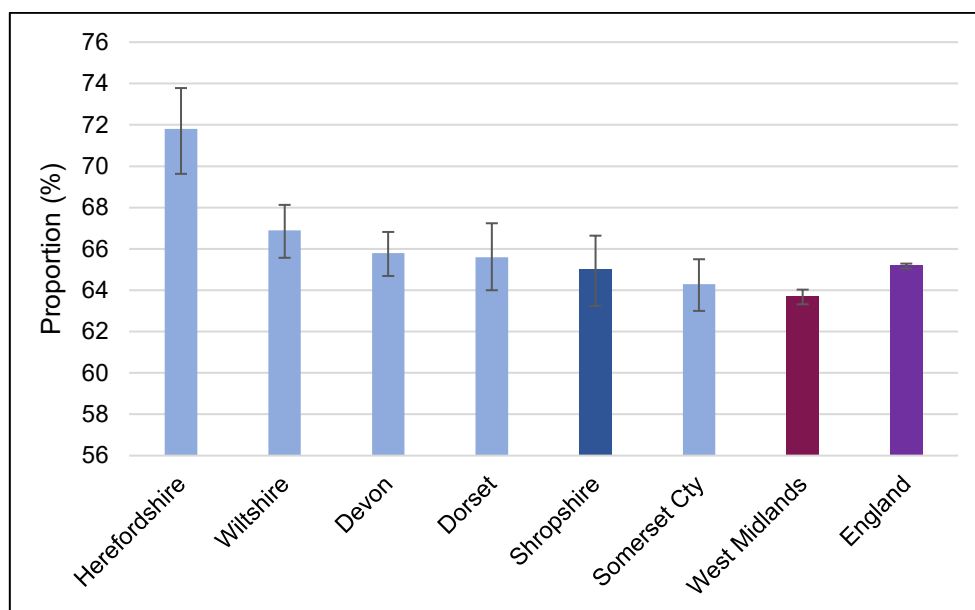


⁵⁴ [Child and Maternal Health - Data - OHID \(phe.org.uk\)](#)

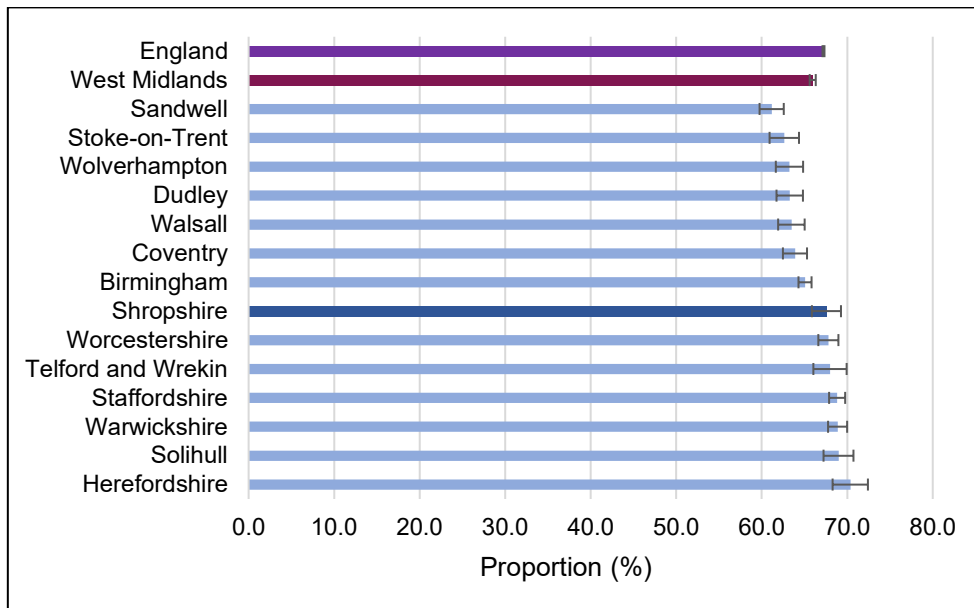
School readiness: children achieving a good level of development at the end of Reception

School readiness is improving and getting better in Shropshire. During 2021-22, 65% of children achieved a good level of development at the end of reception. Shropshire's current rate for school readiness is similar to the national average of 65.2% and regional average of 63.7%. Shropshire ranks 2nd lowest among its statistical neighbours and 6th highest in the region.

Proportion of children achieving a good level of development at the end of Reception in Shropshire and its statistical neighbours, including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Proportion of children achieving a good level of development at the end of Reception in Shropshire and its regional neighbours, including West Midlands and England comparisons, 2022-23. Source: [Child and Maternal Health Profile](#), Fingertips, OHID



Service provision

The [Healthy Child Programme](#) (HCP) aims to bring together health, education and other main partners to deliver an effective programme of prevention and support.

In Shropshire the public health elements of this programme are commissioned by Shropshire Council to cover children aged 0-19 years (up to age 25 for those with Special Education Needs and Disabilities (SEND)). Shropshire Community Health Trust are the commissioned providers of the Public Health Nursing Service which includes the Health Visiting Service, school nursing service and the Family Nurse Partnership.

Health Visitors provide support for families and their children aged 0-5 and are uniquely placed to reach every child in their own home and be connected to their whole family and community. They build trusting relationships with children, carers and families, to positively influence their future health outcomes. Health Visitors identify the child's health needs and strengths and deliver timely, effective, evidence-based interventions in partnership with them. Shropshire's Health Visiting service provides a universal offer that ensures support for children and families is personalised, effective, timely and proportionate.

Shropshire Council also commission the Family Nurse Partnership which is a structured, evidence based, personalised, intensive visiting programme of support for vulnerable young parents. Young mothers-to-be and their partners are supported by a specially trained Family Nurse who visits them regularly, from early pregnancy until their child is aged between one and two.

Public Health Nursing Service Performance

Health Visiting: quarterly performance and trends

The national Child Health Programme sets out five mandatory checks which provide good proxies for how well the service is meeting the needs of children and families. Locally sourced performance data up to Q4 2023-24 is shown below. This shows the gap as of Q4 2022/23 to the national average (2022/23) as an indicator of performance improvement. **Note, this data has not yet been validated by the provider but is included to give an indication of progress and trends.**

Quarterly data from the provider shows an improvement in the rate of most of the mandated contacts:

New Birth visits within 14 days

Shropshire's performance for the New Birth Visits within 14 days and has been improving over time. In the latest quarter, 78% of mothers received a new birth visit within 14 days of giving birth compared to 80% on average nationally.

6-8 week review

Shropshire's rate of 6-8 week reviews by 8 weeks is now similar to the national average in the latest quarter, with 80% of mothers receiving a check by 8 weeks compared to 80% nationally.

12 month review by 12 months

The percentage of mothers receiving a 12 month review by 12 months is below the national average and requires improvement at 61% compared to 83% nationally. However, this rate is improving over time, up from 40% in Q4 of 22/23 to 61% in Q4 of 23/24.

The reason for this low rate is due to reviews taking place before 15 months, with a rate of 87%. This is mainly due to the timing that the invites are generated and parental choice. The service have made changes to the system to generate earlier appointments to ensure that these are more frequently prior to the child's first birthday.

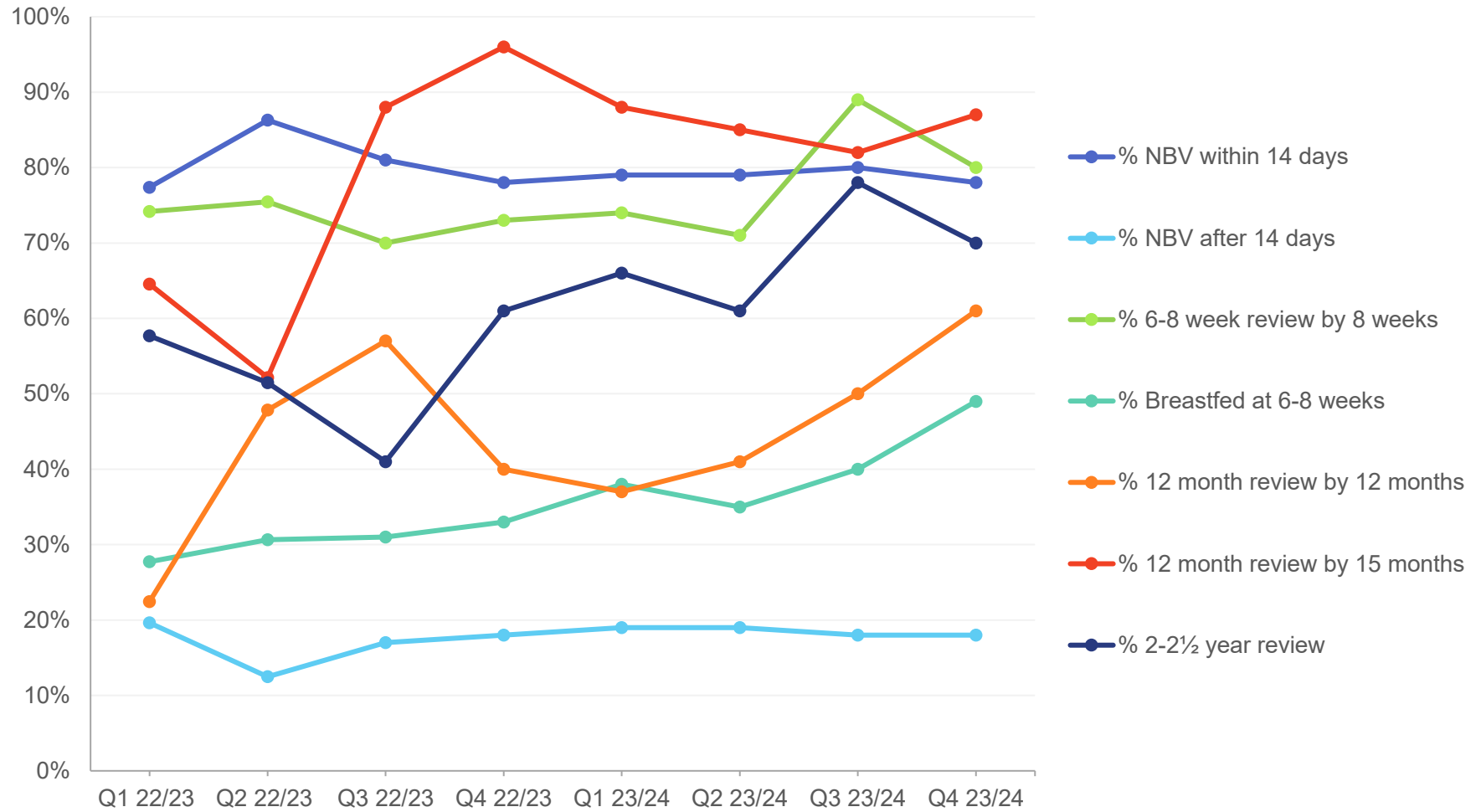
2-2 ½ year review

In Shropshire, 70% of mothers received a 2- 2 ½ year review, lower than the national rate of 74% but improving over time.

Health Visiting Indicators Summary - Shropshire

Indicator	Q1 22/23	Q2 22/23	Q3 22/23	Q4 22/23	Q1 23/24	Q2 23/24	Q3 23/24	Q4 23/24	Trend over time chart	Trend compared to previous quarter	Change compared to previous quarter	National average 2022/23	Gap to national average
Number of First face to face antenatal contact	17	19	19	21	24	20	32	38		▲	12	-	-
% NBV within 14 days	77%	86%	81%	78%	79%	79%	80%	78%		▼	-2%	80%	-2%
% NBV after 14 days	20%	12%	17%	18%	19%	19%	18%	18%		↔	0%	-	-
% 6-8 week review by 8 weeks	74%	75%	70%	73%	74%	71%	89%	80%		▼	-9%	80%	0%
% Breastfed at 6-8 weeks	28%	31%	31%	33%	38%	35%	40%	49%		▲	9%	49%	0%
% 12 month review by 12 months	22%	48%	57%	40%	37%	41%	50%	61%		▲	11%	83%	-22%
% 12 month review by 15 months	65%	52%	88%	96%	88%	85%	82%	87%		▲	5%	-	-
% 2-2½ year review	58%	51%	41%	61%	66%	61%	78%	70%		▼	-8%	74%	-4%
% 2-2½ year review using ASQ 3	90%	92%	90%	89%	81%	85%	86%	92%		▲	6%	93%	-7%
% at or above expected level in communication skills	78%	67%	72%	74%	78%	75%	79%	67%		▲	-12%	85%	-6%
% at or above expected level in gross motor skills	86%	78%	75%	86%	87%	84%	89%	78%		▲	-11%	93%	-4%
% at or above expected level in fine motor skills	88%	81%	85%	88%	92%	86%	91%	81%		▲	-10%	93%	-2%
% at or above expected level in problem solving skills	86%	79%	84%	85%	86%	85%	90%	79%		▲	-11%	92%	-2%
% at or above expected level in personal-social skills	83%	75%	79%	84%	87%	64%	89%	75%		▲	-14%	90%	-1%
% at or above expected level in all five areas of developm	64%	59%	63%	61%	65%	68%	67%	59%		▼	-8%	79%	-12%

Health Visiting Indicators by Quarter, Shropshire 22/23-23/24



Health Visiting: annual performance and trends

Data from published 2022/23 shows Shropshire worse than the national average for all mandated contacts with the exception of New Birth Visits within 14 days, where Shropshire was similar to the national average.

However, data for 2023/24, there has been an increase year on year for all mandated contacts (in bold in table below) with the exception of New Birth Visits within 14 days which remains steady.

- The proportion of babies receiving a 6-8 week review by 8 weeks increased by 5% between 2022/23 and 2023/24.
- % Breastfed at 6-8 weeks increased by 10% in the same period.
- The proportion of children receiving a 12 month review by 12 months increased by 5% between 2022/23 and 2023/24.
- The proportion receiving 2-2½ year reviews saw the biggest improvement, a rise of 16% compared to the previous year.

Metric	Mandated contact?	Shropshire average 22/23	Shropshire average 23/24	Year on year change	National average 2022/23	Gap to national average	Compared to national average
% NBV within 14 days	Yes	81%	79%	-2%	80%	-1%	Similar
% NBV within 30 days	No	19%	19%	0%	-	-	-
% 6-8 week review by 8 weeks	Yes	73%	79%	5%	80%	-1%	Similar
% Breastfed at 6-8 weeks	Yes	31%	41%	10%	49%	-8%	Similar
% 12 month review by 12 months	Yes	42%	47%	5%	83%	-36%	Worse
% 12 month review by 15 months	Yes	75%	86%	10%	-	-	-
% 2-2½ year review	Yes	53%	69%	16%	74%	-5%	Similar

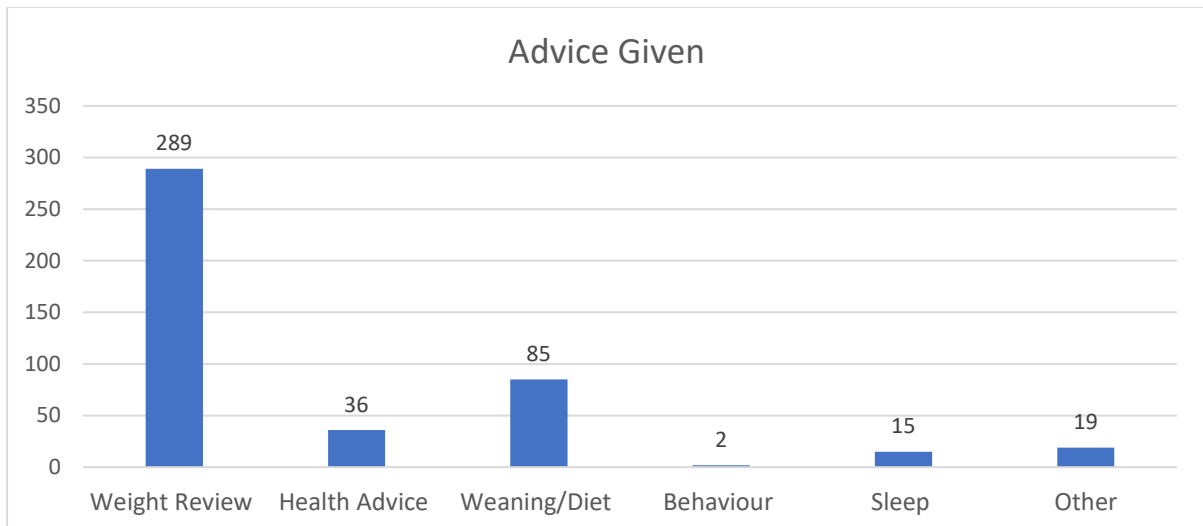
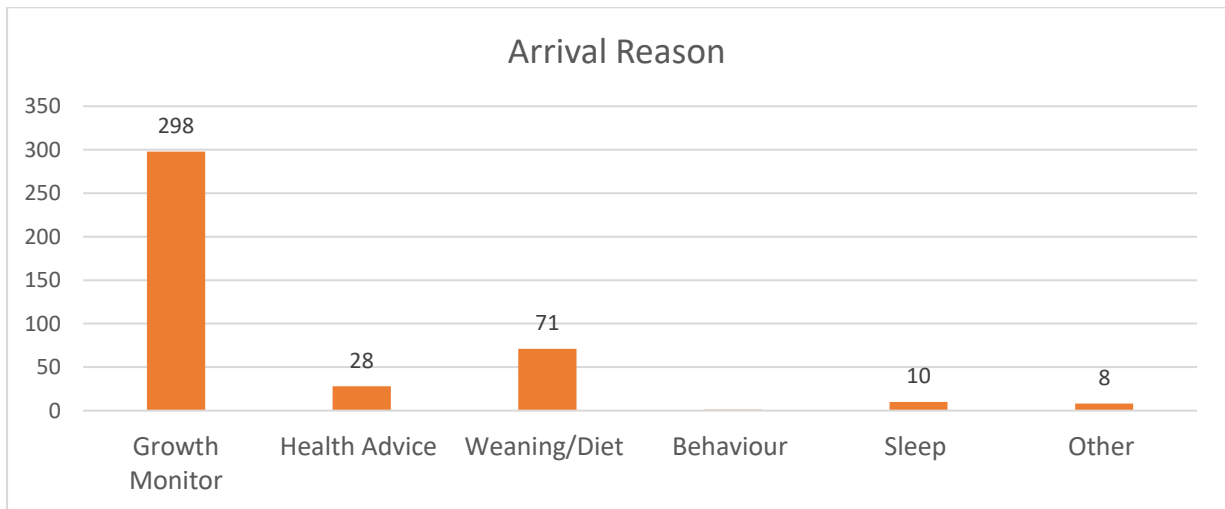
Health Visiting: Open Access Clinics

Open Access clinics are located within Community and Family hubs across the county offering families the opportunity to “drop in” to see a health visitor for advice, guidance or support related to their or their family's health and well-being.

The data below shows the additional contacts through the Health Visiting open access drop in clinics. Please note, during Q4 23/24, only Sunflower House was operating.

During Q4 of 2023/24, there were 307 attendances, with 10 visits from service users out of area. Growth monitoring was the most common arrival reason. ‘Other’ include; frequent stools, teething and breastfeeding.

Weight review and weaning were the most common advice given. 5 onward referrals were made following clinic visits, to GPs or paediatricians.



The 'Other' break down as follows;

- Breastfeeding
- Height
- Development
- Reflux
- Birth Reflection
- Feeding
- Head Circumference

In Q1 of 24/25, there were 353 attendances, a rise compared to the previous quarter. Two Early Help referrals were made. And four had an outcome of Targeted Early Help.

The most common advice was again, growth monitoring and diet/weaning.

Advice	Total
Behaviour	5
Breastfeeding	87
Development	46
Diet/Weaning	145
Parental Mental Health and Well-Being	5
Growth Monitoring	342
Health Advice	67
Sleep	19
Other	36

Other' includes

- Walking
- Baby Bank
- Constipation
- Chesty Cough
- Physical Health
- Birth Reflections
- Skin irritations
- Torticollis
- Reflux
- Head Circumference/Shape
- Safety advice
- Dental Health
- Sun Safety
- Signposting to GP
- Referral to breastfeeding specialist
- Referral to Physio
- Speech

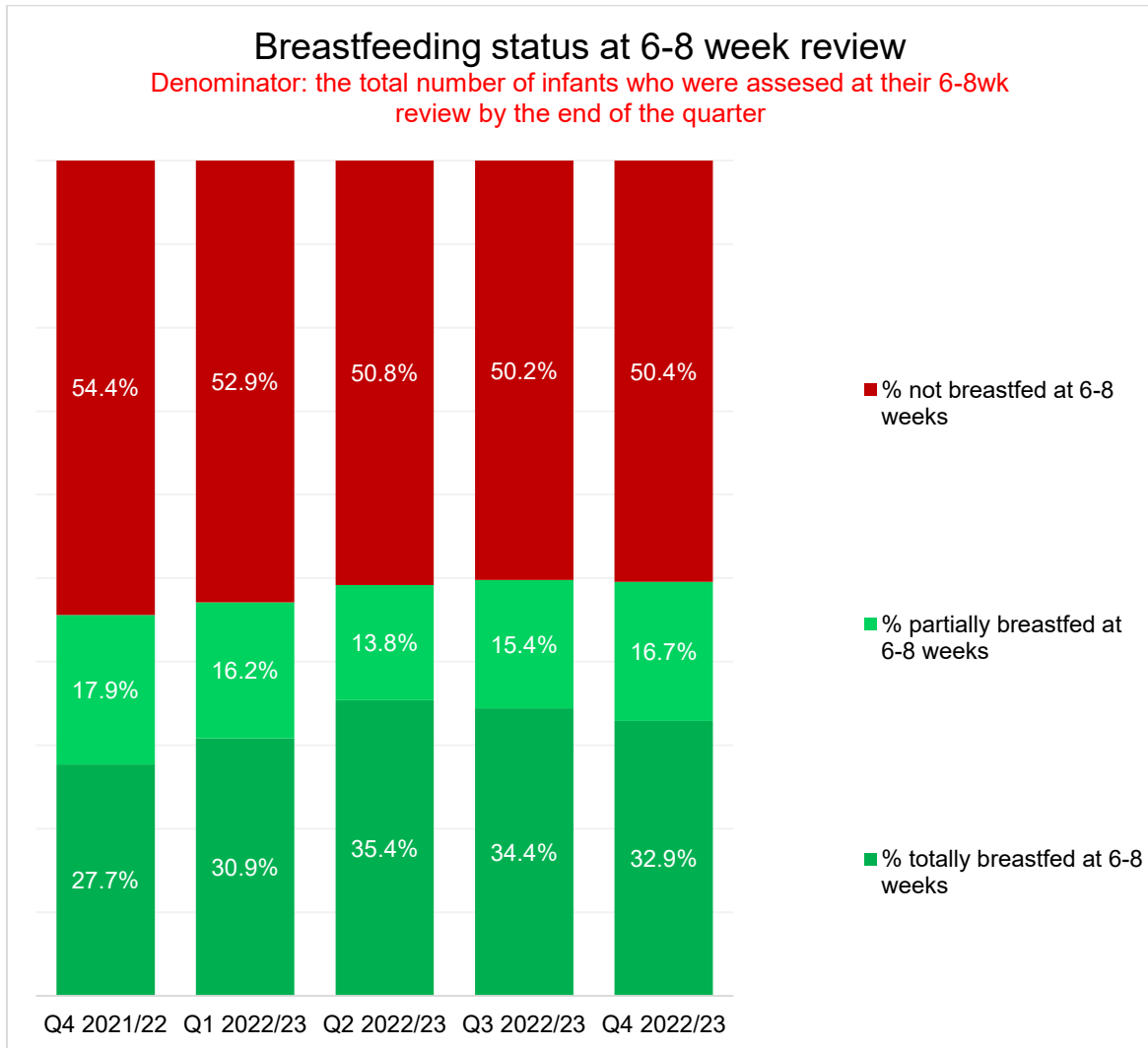
6–8-week review: breastfeeding status

*Note: this data differs from data presented in the [Breastfeeding Prevalence section](#). The denominator is the total number of infants who **received** a 6–8-week review and does not include those who did not receive a visit.*

The proportion of infants partially or totally breastfed at their 6-8 week review has seen a rise over time. As of Q4 23/4, 49% of infants were recorded as breastfed at their 6-8 week review, a 14% rise since Q2 of the same year.

In Q4 of 2022/23, half (49%) of infants who were assessed at their 6–8-week review were partially or totally breastfed, 33% of which were totally breastfed.

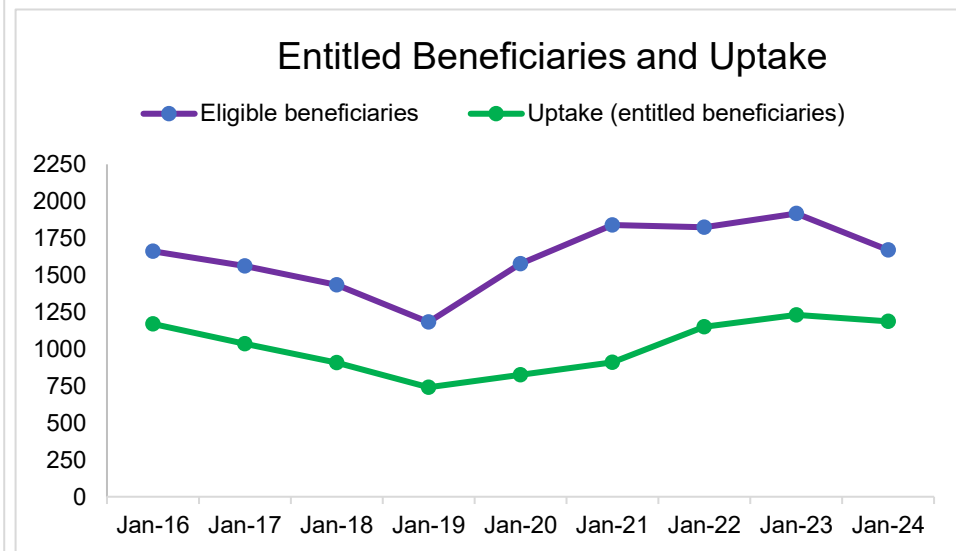
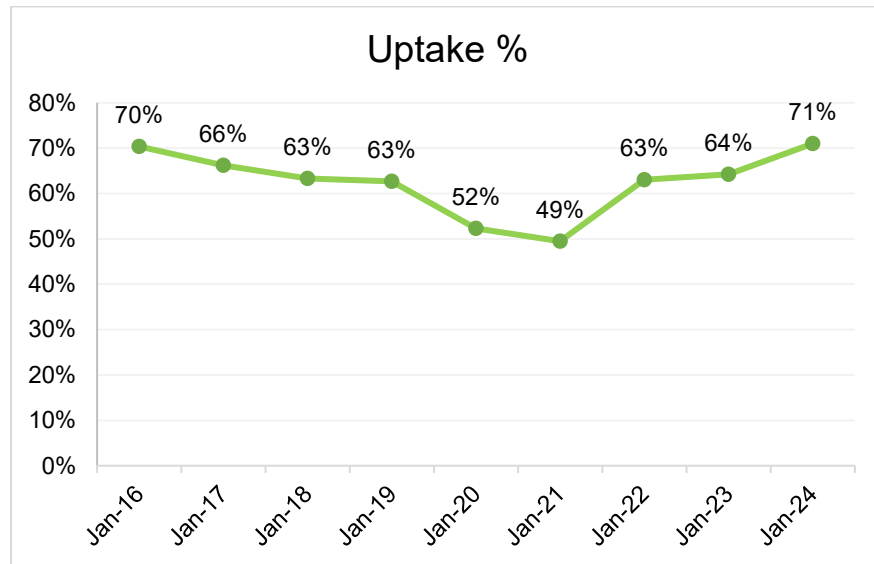
This is an improvement compared to the previous year, up from 46% partially or totally breastfed in Q4 2021/22 to 49% in Q4 2022/23.



Uptake of the Healthy Start Voucher Scheme

The [Healthy Start](#) scheme provides vouchers for pregnant women and parents with children under 4 years of age in receipt of certain benefits to help buy some basic foods. This important means-tested scheme provides vouchers to spend with local retailers. The scheme provides financial support to families to buy health food, milk and vitamins for pregnant women and parents of young children.

Take up in the most recent reporting period (January 2024) in Shropshire was 71% of eligible families, which was slightly below the national average of 74%⁵⁵. This is a rise over the last three years, up from 49% in January 2021. However, this still means that over a third (39%) of eligible families aren't taking up this free support for their children. The chart below right shows the number of eligible families and the number of people taking up healthy start vouchers. Both have been rising since January 2019, with a steeper rise in eligible families compared to the number of those taking up the scheme. This is also seen nationally⁵⁶.



⁵⁵ <https://media.nhsbsa.nhs.uk/news/nhs-healthy-start-uptake-data-released>

⁵⁶ <https://media.nhsbsa.nhs.uk/news/nhs-healthy-start-uptake-data-released#:~:text=National%20uptake%20is%20currently%2062.7,the%20previous%20paper%20voucher%20scheme.&text=More%20families%20are%20now%20eligible,than%2020%2C000%20since%20August%202021>.



Healthy Start Voucher Scheme



Planning

December 2021- January 2022

- Explored data and refined objectives
- Recognition of pressures/limited capacity of frontline staff to promote vouchers
- Mapped existing promotion
- Planned who we needed to engage
- Explored NHS resources that could be adapted for Shropshire
- Agreed target of 5% increase
- Linked to Health Inequalities plan
- Agreed to engage with relevant staff to see what they needed to promote

Communications material produced

May - June 2022

- Leaflet for families produced adapting NHS HS resources
- Professionals poster produced with key messages for professionals to build confidence
- QR code embedded
- Healthy Start 'Ask your midwife or Health Visitor about Healthy Start' stickers- maternity agreement to stick these on all red books for pregnant women
- SWAY created for professionals with links to NHS information for professionals

Online communications campaign went live

August 2022

Online comms campaign went live- Shropshire Council social media, intranet (all relevant webpages), Family information services and organisations added SC link to webpages.

2022

49% uptake

65% uptake

2021

Engagement with stakeholders and professionals

January 202- April 2022

Meetings with midwifery, public health nurses, food banks, social care, early help, parenting team, Maternity voices partnership and Shropshire Council colleagues (welfare team, public health, registrars, housing, libraries etc)

Review of feedback & funding secured

- Professionals were not confident to promote as did not feel knowledgeable. Changes to HS move to digital was another barrier as professionals were not aware of new process. Professionals felt a visual leaflet and QR code would be helpful alongside professionals information.
- Workforce group agreed messages and resources needed based on stakeholder engagement
- Costed and budget secured through Public Health/Shropshire Council for resources

Campaign went live

July 2022- August 2022

- Huge response with almost all organisations requesting printed posters
- Positive feedback received from organisations and professionals
- Additional organisations requesting resources- word of mouth

Ongoing

August 2022 to present

- Regular online and stakeholder promotion
- Review of engagement with social media comms campaigns
- Ask to the system to promote



Children aged 0-4 with SEND

Please see the [Special Educational Needs and Disability \(SEND\) for 0-25 year olds JSNA here](#) for data and intelligence relating to this group.

Vulnerable children

Drugs and Alcohol

Information on Parents/carers and families in substance misuse services can be found in the Population and Context Chapter of this JSNA. Please refer to the chapter for more information.

Shropshire's published Drugs and Alcohol Needs Assessment provides more detailed information here [Drug and Alcohol Needs Assessment](#).

Domestic abuse

Information on Parents/carers and families in substance misuse services can be found in the Population and Context Chapter of this JSNA. Please refer to the chapter for more information.

In 2022, Shropshire's Domestic Abuse Needs Assessment was published, including a section on children and young people. For more information, please see the main report [here](#).

Child Benefits

See Population and Context chapter – Child Benefits section for detail.

In Shropshire, there were 11,260 children aged under 5 for whom benefit was received in August 2023, equating to 22% of all children for whom benefit is received in the county. This is a small decrease compared to the previous year of 3% (equating to 390 children).

Total number of children for whom benefit is received by age group, West Midlands Local authorities, August 2023

Area Name	Children: Under 5	Children: 5 to 10	Children: 11 to 15	Children: 16 and over	Total number of children
Herefordshire, County of	6,635	10,190	9,220	4,610	30,655
Shropshire	11,260	16,780	15,190	7,530	50,760
Stoke-on-Trent	13,515	19,320	17,120	7,910	57,860
Telford and Wrekin	8,860	13,055	11,750	5,745	39,415
Staffordshire	35,530	50,880	44,850	22,300	153,560
Warwickshire	22,720	33,185	29,530	14,285	99,720
Birmingham	58,830	90,140	80,550	42,140	271,660
Coventry	15,970	23,990	21,645	10,390	71,995
Dudley	15,170	21,740	18,815	9,490	65,215
Sandwell	18,060	27,170	24,410	12,420	82,060
Solihull	7,800	12,390	11,295	5,755	37,240
Walsall	15,150	22,185	19,385	9,730	66,445
Wolverhampton	13,555	20,465	18,195	9,090	61,305
Worcestershire	22,640	33,605	30,120	15,250	101,610

Area Name	Children: Under 5	Children: 5 to 10	Children: 11 to 15	Children: 16 and over	Total number of children
Herefordshire, County of	22%	33%	30%	15%	30,655

Shropshire	22%	33%	30%	15%	50,760
Stoke-on-Trent	23%	33%	30%	14%	57,860
Telford and Wrekin	22%	33%	30%	15%	39,415
Staffordshire	23%	33%	29%	15%	153,560
Warwickshire	23%	33%	30%	14%	99,720
Birmingham	22%	33%	30%	16%	271,660
Coventry	22%	33%	30%	14%	71,995
Dudley	23%	33%	29%	15%	65,215
Sandwell	22%	33%	30%	15%	82,060
Solihull	21%	33%	30%	15%	37,240
Walsall	23%	33%	29%	15%	66,445
Wolverhampton	22%	33%	30%	15%	61,305
Worcestershire	22%	33%	30%	15%	101,610

Total number of children for whom benefit is received by age group, Shropshire, August 2022-23

Shropshire	Aug-22	Aug-23
Children: Under 5	11,650	11,260
Children: 5 to 10	17,270	16,780
Children: 11 to 15	15,145	15,190
Children: 16 and over	7,700	7,530

Children in need

Every local authority must protect and promote the welfare of children in need in its area. To do this, it must work with the family to provide support services that will enable children to be brought up within their own families.

Who are 'children in need'

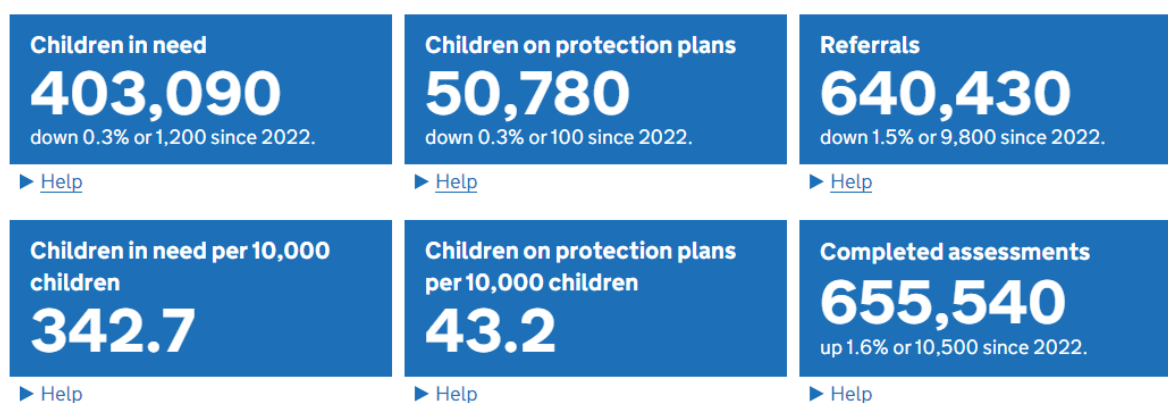
Children in need are defined in law as children who are aged under 18 and:

- need local authority services to achieve or maintain a reasonable standard of health or development
- need local authority services to prevent significant or further harm to health or development
- are disabled

Children in Need are a legally defined group of children (under the Children Act 1989), assessed as needing help and protection as a result of risks to their development or health.

This group includes children on child in need plans, children on child protection plans, children looked after by local authorities, care leavers and disabled children⁵⁷.

National picture



Source: [Department for Education \(DfE\)](#)

In 2023, over 403,000 children were classed as in need and just under 51,000 children were on protection plans.

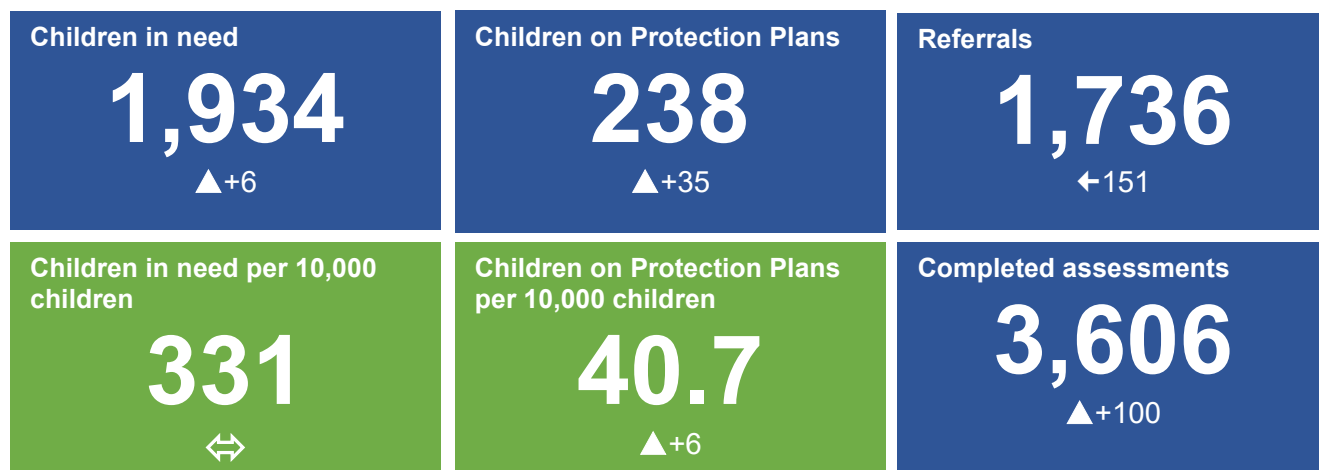
All the headline measures (apart from completed assessments) have decreased at least slightly compared with 2022. The number of children in need is higher than in 2020, which (mostly) pre-dates the COVID-19 pandemic in England. However, the number of children on protection plans, referrals and completed assessments is lower.

The latest annual decreases follow the increase in 2022, in which there was a rise in all the headline measures, likely linked to school attendance restrictions due to COVID-19 no longer being in place.

⁵⁷ [Citizens Advice](#)

In 2021, there was a fall in referrals, mainly driven by a drop in school referrals, attributable to restrictions on school attendance being in place for parts of the year. This in turn likely contributed to the falls seen in the other headline measures in that year⁵⁸.

Shropshire picture



Data at 31 March 2023: (arrows indicate change compared to 2022)

Source: [Explore Education Statistics](https://explore-education-statistics.service.gov.uk/)

In Shropshire, at 31 March 2023, there were 1,934 children in need (aged under 18). This equates to a rate of 331 children in need per 10,000 children which is below regional and national average but similar to our statistical neighbours. There were 238 on protection plans, equating to a rate of 40.7 per 10,000, below the national average.

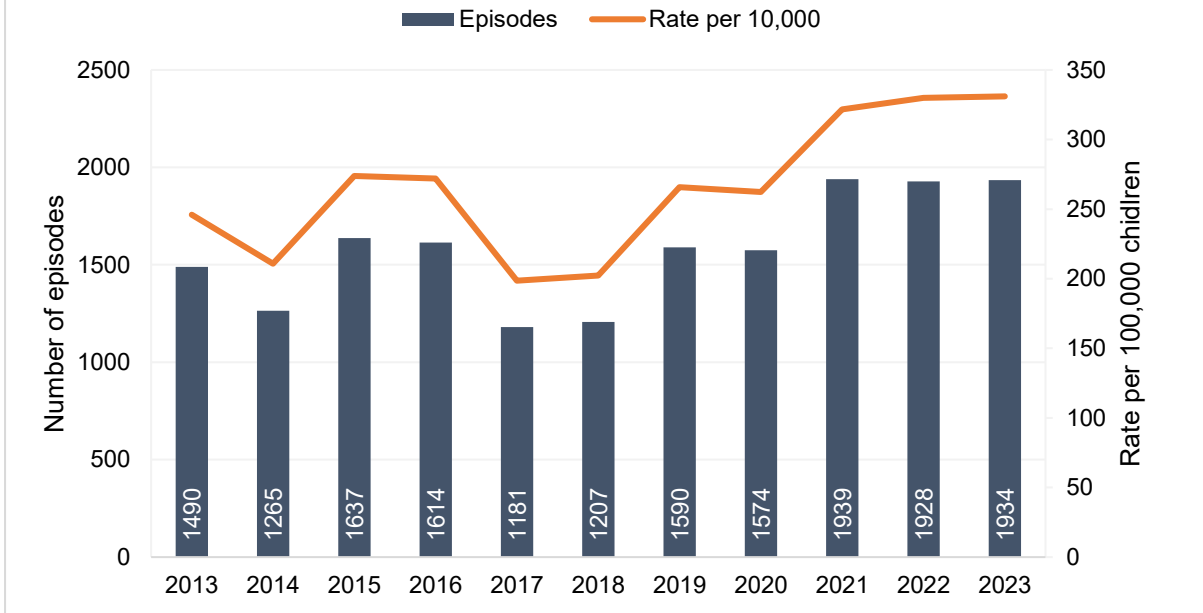
The rate of children in need in Shropshire has been rising over time since 2017, rising from a rate of 199 in 2017 to 331 per 10,000 children.

The most common primary need for these children was abuse or neglect between 2013 and 2023, with 58% of children in need having this as their primary need. This rate has been steady over the last 3 years

The rate of children on child protection plans in Shropshire has been falling since 2019, however there has been a rise in the latest year, up from 34.7 per 10,000 in 2022 to 40.7 per 10,000 in 2023.

⁵⁸ Children in Need- Gov.uk <https://explore-education-statistics.service.gov.uk/find-statistics/characteristics-of-children-in-need>

Children in need in Shropshire aged under 18

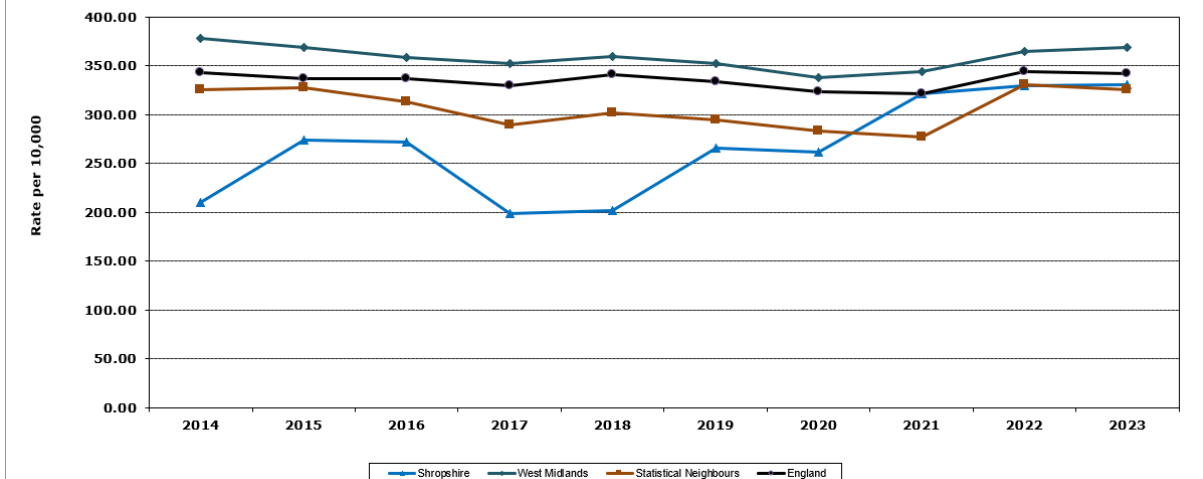


Children in Need rate per 10,000

Local Authority, Region and England		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Change from previous year
893	Shropshire	210.70	273.80	271.90	198.60	202.20	265.70	262.30	321.60	330.00	331.00	1.00
984	West Midlands	378.20	368.60	358.90	352.20	360.20	352.30	338.10	343.80	365.10	369.00	3.90
	Statistical Neighbours	325.26	328.29	312.84	289.42	302.30	295.24	283.35	277.45	330.85	325.69	-5.16
970	England	343.70	336.60	337.30	330.10	341.00	334.20	323.70	321.20	343.80	342.70	-1.10

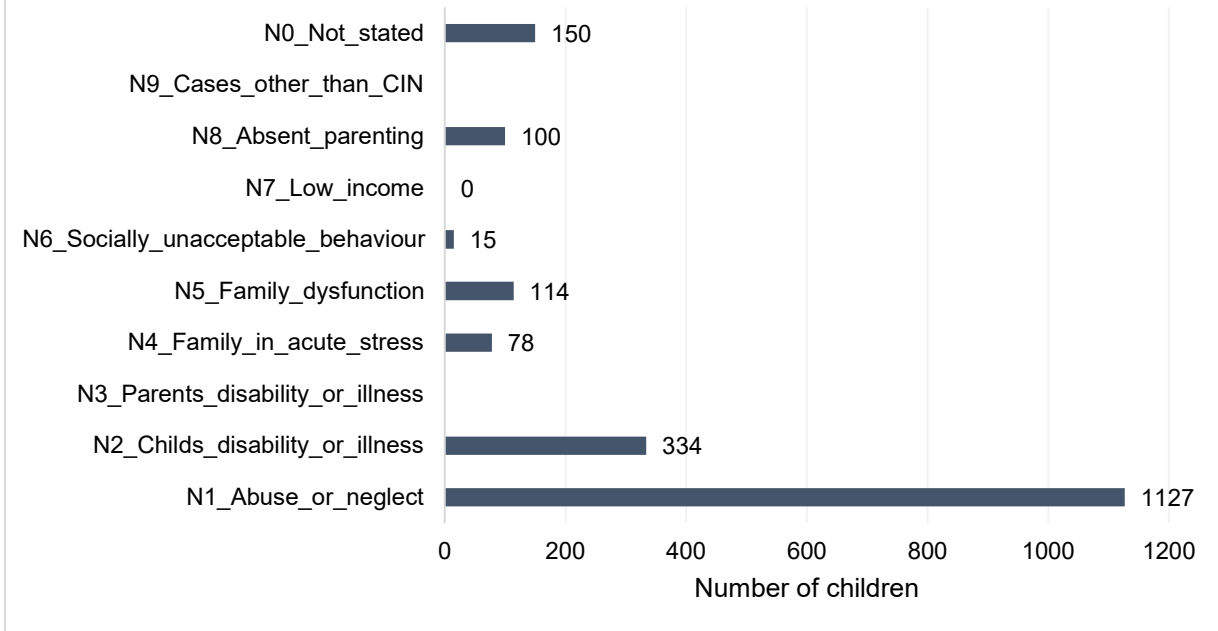
		Trend	Change from previous year	Latest National Rank	Quartile Banding	Up to and including	Up to and including	Up to and including	Up to and including
893	Shropshire	▲	1.00	-	-	-	-	-	-

Children in Need rate per 10,000



Source: LAIT tool

Primary need of children in need, Shropshire, at March 2023



Outcomes for Children in Need (including Looked after Children)

Data is only published up to 31st March 2022. At this time in Shropshire, there were 1,928 children in need (CIN) aged under 18.

Social Care group	Definition
CIN	Children in need
CINO	children in need, excluding children on a child protection plan and children looked after. This includes children on child in need plans as well as other types of plan or arrangements.
CPPO	children on a child protection plan, excluding children looked after.
CLA	children looked after (excludes children who are in respite care in their most recent episode during the reporting year).

Special education needs (SEN)

Special educational need and primary type of special education need for children in need (excluding children on a child protection plan and children looked after), children on a child protection plan (excluding children looked after) and children looked after.

In Shropshire, at 31st March 2022, there were 1,097 children in need who were pupils, 52% (572) of which were pupils with SEN. This compares with 49% nationally.

Of the 1,097 children in need who were pupils, 62% were children in need, excluding children on a child protection plan and children looked after, 26% were children looked after the remaining were on child protection plans. This is a similar profile to what we see nationally.

Of those CINO pupils in Shropshire, 58% were pupils with SEN, compared to 48% of children looked after and a third of children on protection plans were pupils with SEN. In England, 48% were pupils with SEN, compared to 57% of children looked after and 39% of children on protection plans were pupils with SEN.

At 31 st March 2022	Social care group	Total pupils in each social care group	%	Number of pupils with no identified SEN	%	Number of pupils with SEN	%
England	CINO	139,320	66%	72,140	52%	67,180	48%
	CLA	41,940	20%	17,890	43%	24,060	57%
	CPPO	29,710	14%	18,050	61%	11,650	39%
	Total	210,970	100%	108,080	51%	102,890	49%
Shropshire	CINO	682	62%	289	42%	393	58%
	CLA	284	26%	149	52%	135	48%
	CPPO	131	12%	87	66%	44	34%
	Total	1,097	100%	525	48%	572	52%

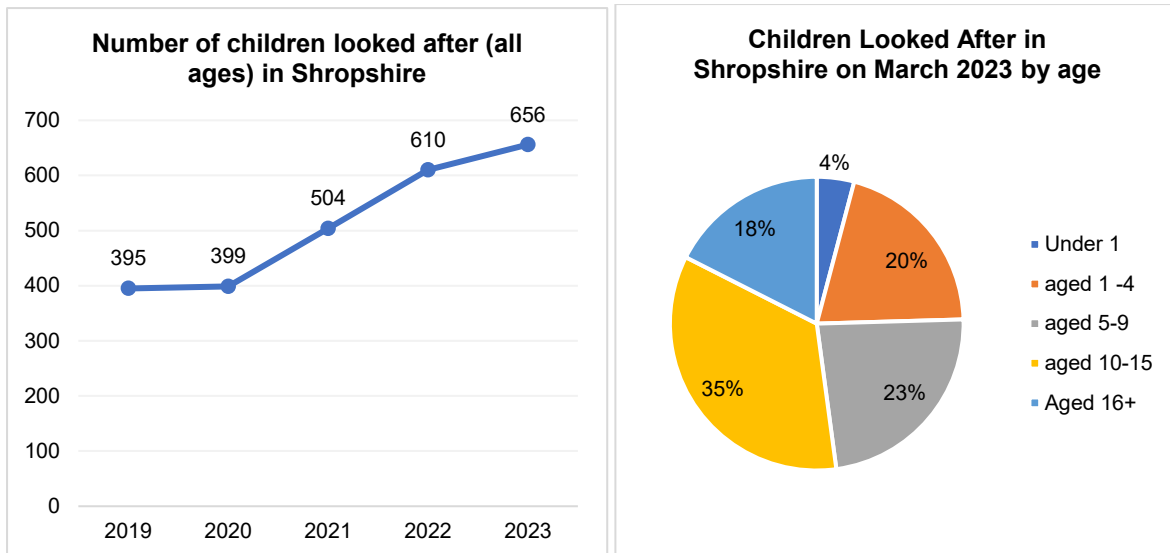
Children looked after (children in care)

Children in care are a vulnerable group at greater risk of poor physical and emotional health outcomes than their peers. This can lead to poorer health throughout their life, and shorter life expectancy. Each local authority has a responsibility to understand a children in care's health needs and ensure that they receive the care they need.

On March 2023 in Shropshire, there were 656 children looked after, a rise of 7.5% compared the previous year⁵⁹. Local data indicates that there will be a rise in 2024, with 719 looked after children reported as at 25 March 2024.

In 2023, there were 161 children looked after aged 0-4 years old, making up 24% of all children looked after in the county. Local data indicates that there are currently 154 looked after children aged 0-4 in Shropshire as at 25 March 2024, making up 21% of all looked after children.

⁵⁹ [Education Statistics](#)



Published data showing the number of children looked after in each age group over time. Source: Education Statistics.

Children looked after on 31 March in each year						
Year	Under 1	aged 1 -4	aged 5-9	aged 10-15	Aged 16+	Total
2019	21	63	84	144	83	395
2020	17	71	86	149	76	399
2021	33	104	111	166	90	504
2022	41	127	133	199	110	610
2023	27	134	153	227	115	656

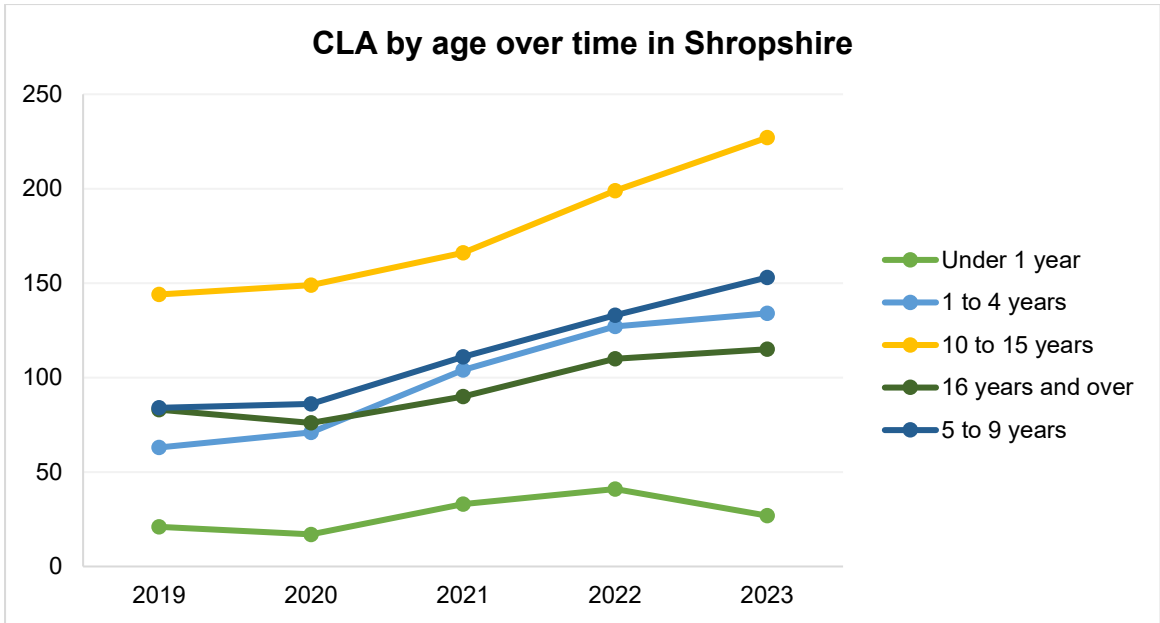
Table showing local data from Shropshire Children's Services at 25 March 2024

As at 25/3/24	0-4 years	Total
Full care order	67	433
Interim care order	57	150
Single period (s20)	27	126
Placement order	*	9
LA on remand		*
Total	154	719

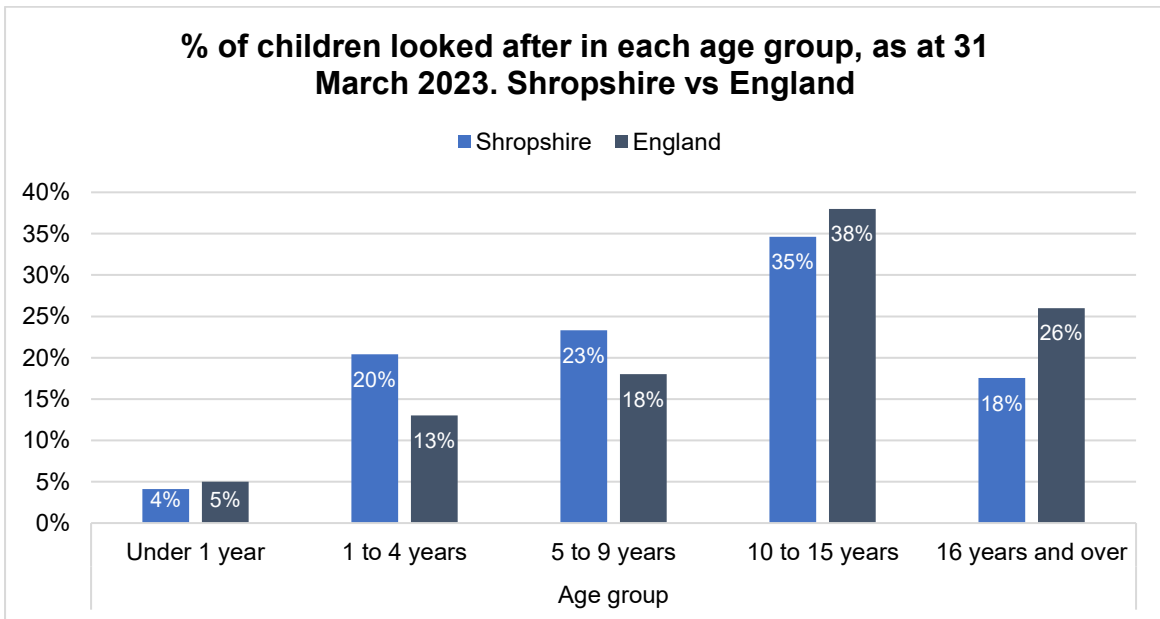
* Numbers under 5 have been suppressed.

Trends

There has been a steady rise among all age groups compared to 2022, particularly in those aged 5-15. However there has been a fall among children looked after aged under 1.



Compared to England, in 2023, Shropshire had a higher proportion of looked after children in the 1-4 year old and 5-9 year old age groups, and a lower proportion in those aged 10 and over.



Vulnerable families with 0-4 year olds

The Supporting Families Programme helps thousands of families across England to get the help they need to address multiple disadvantages through a whole family approach, delivered by keyworkers, working for local authorities and their partners.

Supporting Families launched in March 2021 and builds on the previous Troubled Families programme. As set out in '[Supporting Families 2021 to 2022 and beyond](#)', its focus is on building the resilience of vulnerable families, and on driving system change so that every area has joined up, efficient local services which are able to identify families in need and provide the right support at the right time.

The programme has two key ambitions:

- To see vulnerable families thrive, building their resilience by providing effective, whole family support to help prevent escalation into statutory services.
- To drive system change locally and nationally, working with local authorities and their partners to create joined up local services, able to identify families in need, provide the right support at the right time, and track their outcomes in the long term

To help local authorities and their partners achieve these objectives, an outcomes framework has been developed which includes ten headline outcomes. This enables more detailed reporting on the problems families are facing, clarify what good looks like for these outcomes, and what levels of evidence would be expected when measuring these outcomes.

The 10 headline outcomes are:

1. Getting a good education
2. Good early years development
3. Improved mental and physical health
4. Promoting recovery and reducing harm from substance use
5. Improved family relationships
6. Children safe from abuse and exploitation
7. Crime prevention and tackling crime
8. Safe from domestic abuse
9. Secure housing
10. Financial stability

What are the most common problems our families with 0-4 year olds face?

The below table shows a locally collated list of metrics grouped into criteria relating to the Supporting Families Framework. This was used to identify vulnerable children and their families in Shropshire, the common problems families face and to measure the impact of the Supporting Families programme.

The following were matched by people and property:

- Social Care (Adults and Children's)
- Education Management
- Housing Options
- Early Years census
- School census
- Police domestic abuse and violence
- Youth offending
- Universal credit
- Drug and alcohol abuse (in progress)

Table showing metrics grouped into criteria relating to the Supporting Families Framework used to identify vulnerable families

Criteria	Metric
(Supporting families outcome)	
Children Safeguarding <i>(Children safe from abuse and exploitation; Improved family relationships)</i>	Child Looked After Episode
	CIN Plan
	Contacts
	Child Sexual Exploitation or at risk of
	Early Help Episode of support (with consent)
	Child Missing from Home or Care Episode
	Child on a Child Protection Plan
	Open case on LCS - open referral and CIN at national level. Closed when services are closed.
	S47 Assessment
Crime <i>(Crime prevention and tackling crime)</i>	Self-reported issues with crime recorded on Housing Application Form. Do you or anyone else in the household have a Criminal Conviction/ ASBO or a Conviction for a sexual offence
	Child Criminal Exploitation or at risk of
	Accused and convicted of Crime Incident
	Youth Offending Service Involvement
	Anti-Social Behaviour interventions through housing or evicted due to Anti-Social Behaviour
Domestic Abuse <i>(Safe from domestic abuse)</i>	A crime incident involving emotional, physical & financial domestic abuse. Includes all victim/suspect type roles associated with each crime incident. Where blame cannot be apportioned all parties recorded against the offence (including dependants of the nominals involved in the DA incident) will be recorded as an involved party.
	Accused and convicted of Crime Incident with a Domestic Violence marker or similar
Early Years <i>(Good early years development)</i>	Their children are eligible for 24U Funding (15 hours of free childcare) but are not taking this up.
	Child is eligible for Disability Access Fund-a one-off payment of £615 per child per year to the provider nominated by the parent (for parents receiving Disability Living Allowance for their child)
	Child is eligible for Pupil Premium which is paid to provider to help with child's education if parent is on specified benefits or child is looked after or has left care through adoption, special guardianship order or a child's arrangement order
	Child is recorded as having Special Educational Needs (in Early Years setting)
Education <i>(Getting a good education)</i>	Child recorded on Liquid Logic as having Special Educational Needs
	Child has more than 10% absence
	Child has had an exclusion from school
	Primary Special Educational Need recorded
	Secondary Special Educational Need recorded
Financial <i>(Financial stability)</i>	Self-reported financial issues recorded on Housing Application Form. Are you or anyone else in the household in Debt, have Debts or Loans or is either Unemployed, Unable to work or Neither of the potential household members are employed.
	Claiming Benefits
	Rent arrears (having issues with rent)
	Child has free school meals
Health	Self-reported health issues recorded on Housing Application Form. Do you or anyone else in the household identify as having a Medical Condition, Mental Health Issues or is receiving Medical Benefits

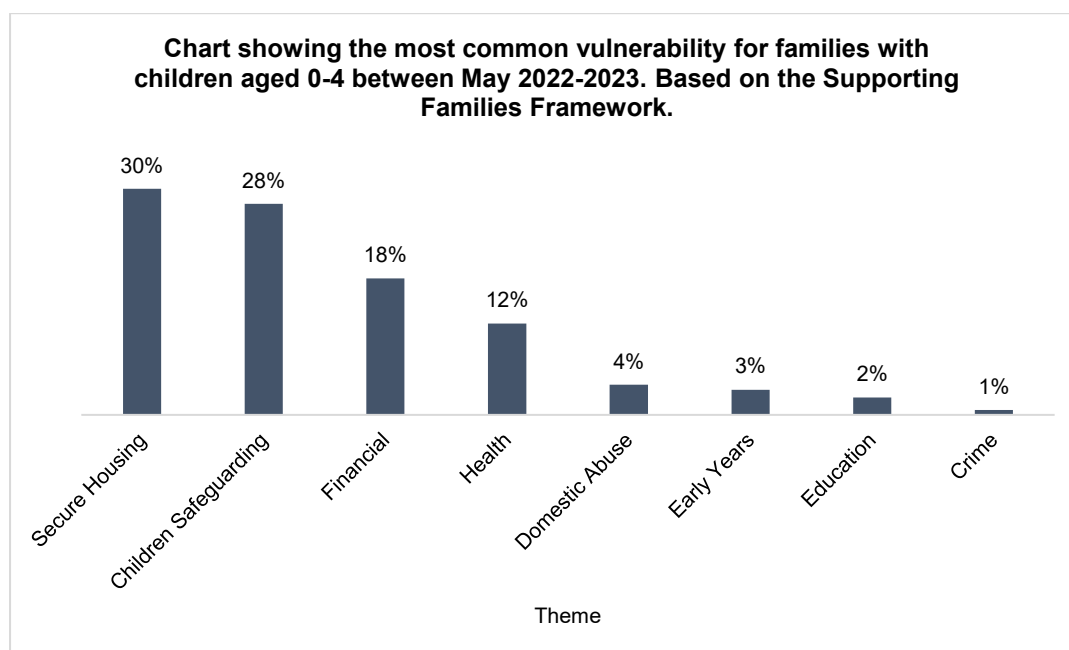
(Improved mental and physical health)	
Housing	Is homeless (gained from the Housing register application)
(Secure Housing)	On Housing Register
	On the Emergency Accommodation list

Note: Substance misuse data is currently missing due to information governance issues as this analysis required patient identifiable data. You can find information on parents/carers in drug and alcohol treatment in the Population and Context Chapter.

Data was filtered to identify the number of 0-4 year olds for each metric. Between May 2022 and May 2023 in Shropshire, there were 10,541 records of activity in total:

- Of these 10,541 records, secure housing was the most common problem families with 0-4 year olds were facing with 30% on a housing register, emergency accommodation list or registered as homeless
- Child safeguarding was identified in 28% of all records
- Financial issues were identified in 18% of all records, indicating this as another common issue

Note, one child can have records across multiple metrics.



Identifying our most vulnerable children and their families

Children/families with records across multiple criteria are our most vulnerable families in Shropshire. This work has been undertaken to determine:

- Is Early Help working with the right families?
- Are we engaging the hardest to reach families?

For example: a child/family with a 0-4 year old could be on the housing register, have a family member with health issues and a family member with a criminal record, therefore having vulnerabilities across Housing, Health and Crime.

How many families with 0-4 year olds had records across three or more criteria?

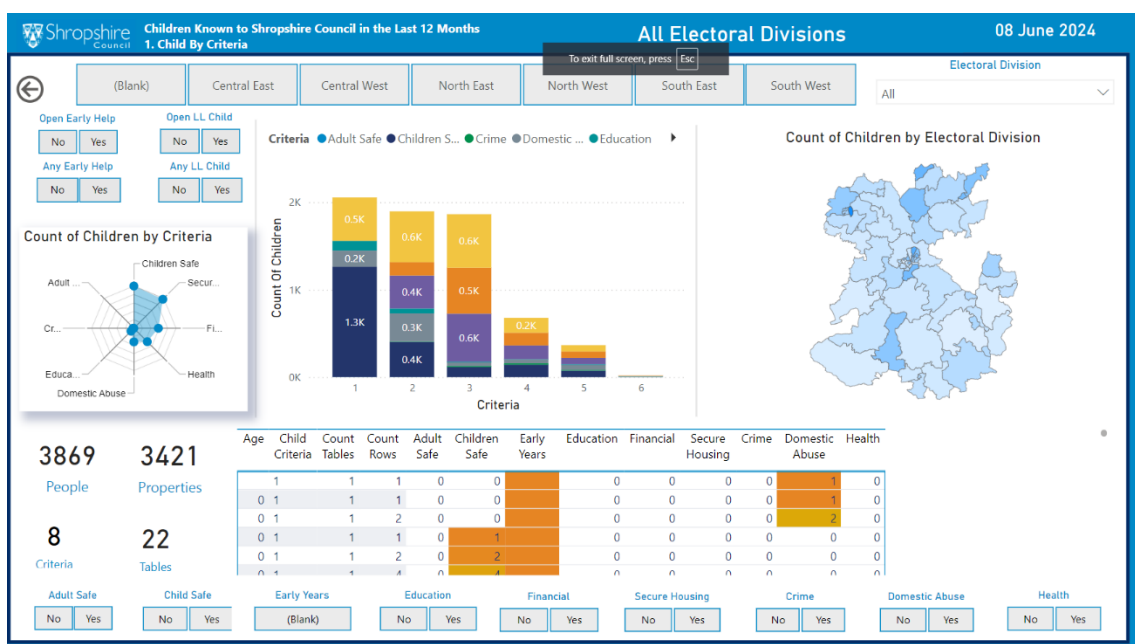
There were 3,869 0-4 year olds in 3,421 properties known to Shropshire Council in the last 12 months (from 8 June 2024). These children were identified to have activity in one or more of the eight criteria:

- Adult Safeguarding
- Children Safeguarding
- Crime
- Housing
- Education
- Finance
- Health
- Domestic abuse

Majority (93%) of 0-4 year olds had activity in 1-3 criteria, with over half having activity in one criteria. Children Safeguarding and housing were the two most common criteria in this age group.

Number of criteria	Number of 0-4 year old%	% of 0-4 year olds
1	2,105	54%
2	861	22%
3	640	17%
4	214	6%
5	47	1%
6	*	*
Total	3,869	100%

Early Help Hub dashboard



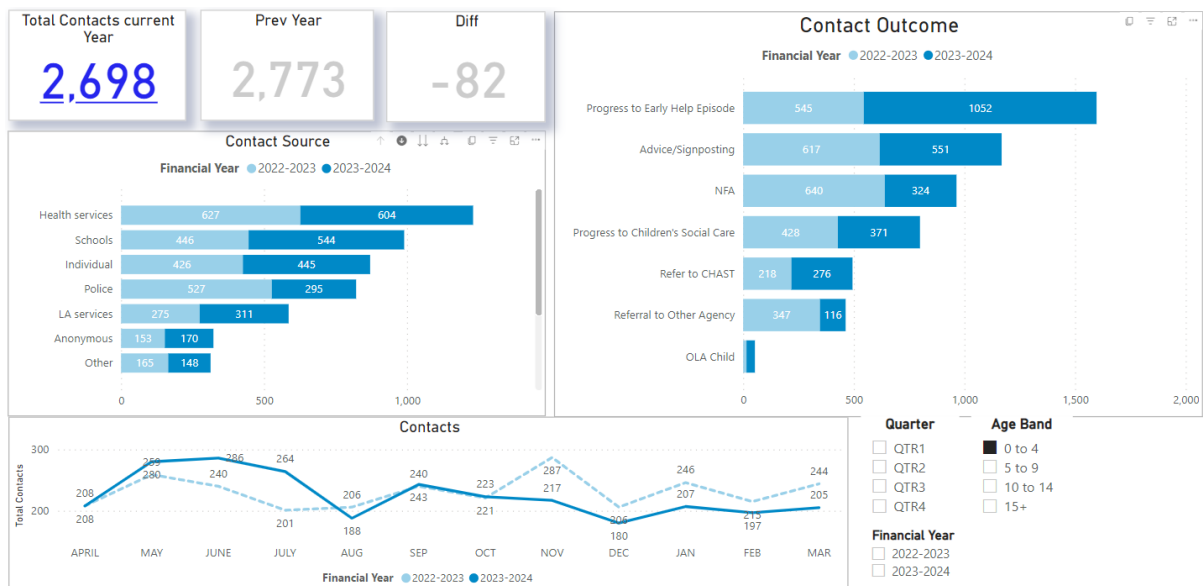
Children’s Social Care Contacts and referrals

Contacts

In Shropshire in 2023-24, there were 2,698 Children’s Social Care contacts with babies, infants and children aged 0-4, a fall of 82 contacts compared to the previous year. There was a higher number of contacts for this age group between May and July 2023 compared to the same period in 2022 however for the remainder of the financial year, numbers of contacts were similar, with some months of 2023-24 being slightly lower than the same period in 2022-23.

The highest number of contacts were from a health services and school source over the last two years. Compared to 2022-23, there has been a rise in contacts with babies, infants and children aged 0-4 in Shropshire where the source of contact was schools, individuals, and LA services. The number of contacts where the source was health services remains steady, however there has been a rise in contacts from A&E.

Dashboard showing Children’s social care contacts for 0-4 year olds. Source: Shropshire Children’s services



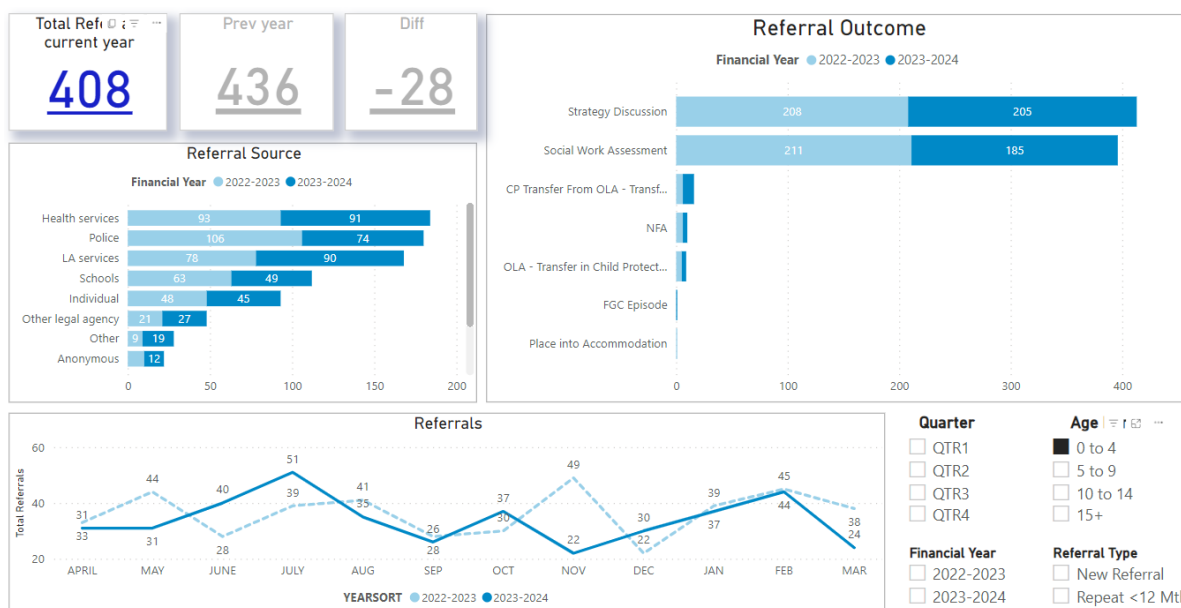
Referrals

In Shropshire during 2023-24, there were 408 Children’s Social Care referrals of babies, infants and children aged 0-4, a fall of 28 referrals compared to the previous year.

The highest number of referrals were from Health Services and LA services in 2023-24, with Police making most referrals in 2022-23 for 0-4 year olds.

Within health services referrals, midwives and ambulances made the most referrals in 2023-24. The number of referrals from midwives, ambulances, consultants and A&E doubled compared to 2022-23, with a large fall seen in referrals made by primary health services.

Dashboard showing Children’s social care referrals for 0-4 year olds. Source: Shropshire Children’s services



Case study: COMPASS Help and Support Team (CHAST)

The CHAST offer aims to address demand and capacity issues into Children’s Social Care in Shropshire and to ensure parents and families access support and help to meet their needs at the earliest opportunity. CHAST support is important as Early help can offer children the support needed to reach their full potential (EIF, 2021). It can improve the quality of a child’s home and family life, enable them to perform better at school and support their mental health (EIF, 2021). Research suggests that early help can:

- protect children from harm
- reduce the need for a referral to child protection services
- improve children’s long-term outcomes (Haynes et al, 2015)

The COMPASS Help and Support Team data shows that between September 2022 and March 2023, 74 babies, infants and children were supported by the team, 65% of which were aged 2-4. This data includes unborn babies. These were children largely from household compositions of 1-2 children (76%). Half (53%) of those supported were males, 43% were females with the remainder were unknown. Majority of babies, infants and children supported were White British (68%). Referrals came from a wide number of sources, for example ambulances, schools, and the police. The most common presenting issues were domestic abuse (16%), parenting difficulties (13%) and neglect (12%). The most common barriers to access were not needing support previously (38%), declining support (23%) or being known to children’s services previously (18%).

Table showing the top 6 presenting issues to CHAST, September 2022 to March 2023,

Source: COMPASS Help and Support Team

Presenting issue	Count	Proportion
Domestic abuse	18	16%
Parenting Difficulties	15	13%
Neglect	14	12%
Adult mental health	11	10%
Parental acrimony	10	9%
Adult substance misuse	9	8%

* Figures under 5 have been suppressed for confidentiality reasons.

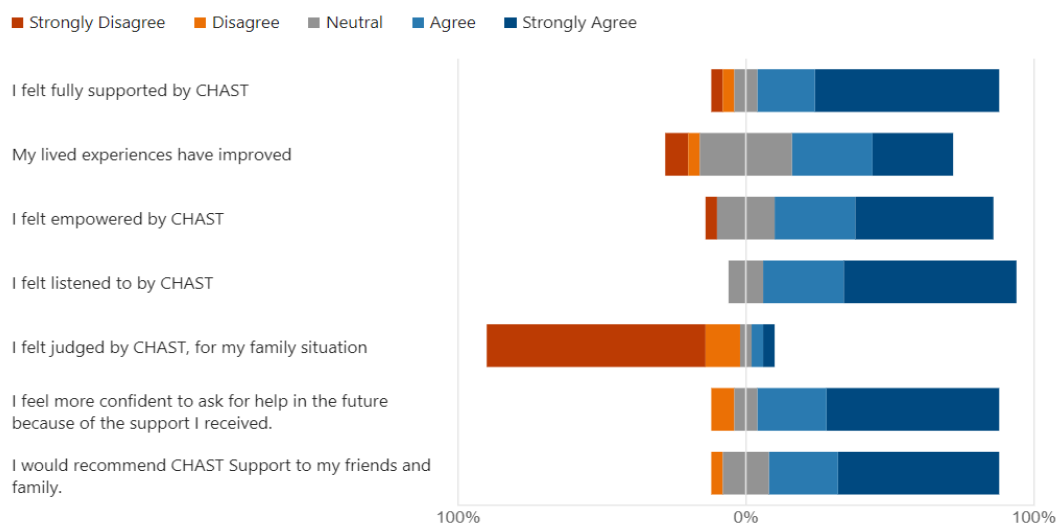
Table showing Early Help outcomes, September 2022 to March 2023, Source: COMPASS Help and Support Team

Early Help Outcome	Count	Proportion
None as no support given	24	19%
Due to decline	23	18%
Keeping children safe from abuse and exploitation	16	13%
Improved mental and physical health	15	12%
Safe from domestic abuse	8	6%
Improved family relationships	8	6%
Secure housing	8	6%
No data	8	6%
Early years development	7	6%
Getting a good education	*	*
Promoting recovery and reducing substance misuse	*	*
Financial stability	*	*

* Figures under 5 have been suppressed for confidentiality reasons.

Impact of CHAST on Children and Families from their perspective

Feedback was collected from all families with children aged 0-18 engaged with the team during the first three months of operation. Families rated CHAST 8.80 out of 10 for the support they received, with majority feeling their lived experiences had improved, they were empowered, listened to and approached in a non-judgemental way. This included 49 babies, infants and children aged 0-4 years (out of a total of 179). The feedback received stated our children and families felt more confident to ask for help in the future and would recommend CHAST to their friends and family.



Only those families who need social work intervention are being identified at front door, this ensures help to families at the right time, at the right level.

Impact of CHAST on Children and Families from their perspective.

It was a very quick turnaround, and with our experience of dealing with BEEU, the difference, was amazing. It felt like before, we were a forgotten family. However, with the support from Jill and CHAST, we felt as though we existed, for the first time in a long time. It was the first time, that we were dealt with as a family and not just me.

Knowing that there are agencies out there, and there are things that I can access to support me and my family. CHAST put me in touch with lots of support, that I can access myself, and gave reassurance that there was help. It helped me to identify problems that the situation could be, and things I had not considered before

you have amazed me
Jill, you have been here for half an hour, and I feel better than I have felt for twenty years.

It has increased my confidence in my ability to move past the issues, that I felt I was facing. I did not feel so alone, in the problems that I was experiencing. I felt the safety of my family was very much the point of concern, without any fault of blame being proportioned to myself.

we have spent years of people not listening to us, and I feel now, that we are going to get some support, and you have been really kind, it's a life line

CHAST Service-Improvements and the way forward to 6-month Review.

Service improvements from the feedback received from CHAST have already started to be undertaken. Examples are:

- ❑ Feedback was given around children and families being sign-posted, to services, but not having hands on support to make referrals. CHAST responded to this, by disseminating new guidance to family support workers around a hand-holding approach and more hands on help and support.
- ❑ Feedback was also given, around a lack of knowledge in support service arena's for different presenting issues. CHAST responded to this, and now have weekly catch-up meetings where partners are invited to discuss their service, and referral pathway to support the knowledge of front-line family support workers in CHAST.
- ❑ Waiting times when CHAST became busy, were also raised. CHAST is in the process of responding to this, with an advert for two further family support workers to meet the current demand on the COMPASS Help and Support Team.



Early Years Settings

Early years settings provide a caring, supportive environment where children can learn and develop. Early years settings such as nurseries, pre-schools and childminders support parents and deliver crucial care and education for our youngest children.

Starting from April 2024, existing childcare support will be expanded in phases. By September 2025, most working families with children under the age of 5 will be entitled to 30 hours of childcare support.

The changes are being introduced gradually to make sure that providers can meet the needs of more families. This means that:

From April 2024, eligible working parents of 2-year-olds will be able to access 15 hours childcare support.

From September 2024, 15 hours childcare support will be extended to eligible working parents of children from the age of 9 months to 3-year-olds.

From September 2025, eligible working parents with a child from 9 months old up to school age will be entitled to 30 hours of childcare a week.

Like the existing offer, depending on your provider, these hours can be used over 38 weeks of the year or up to 52 weeks if you use fewer than your total hours per week.

Sign up for more details about the upcoming expansion from April 2024, as well as how and when to register for support with childcare costs.

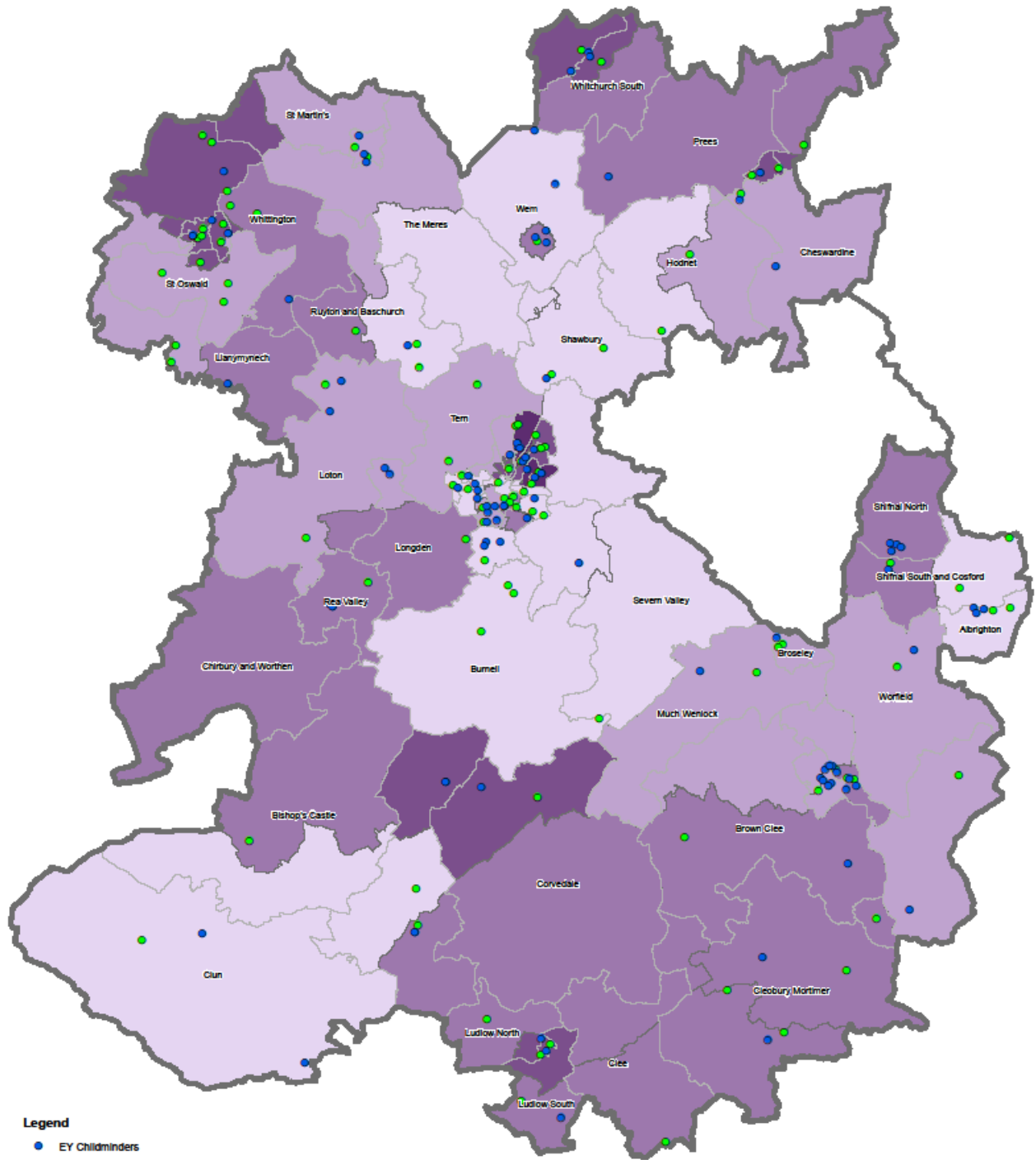
Age 3-4 years				Age 2 years				Age 9-23 months	
ALL PARENTS				FAMILIES RECEIVING SOME ADDITIONAL FORMS OF GOVERNMENT SUPPORT				WORKING FAMILIES	
15 HOURS	15 HOURS	15 HOURS	15 HOURS	15 HOURS	15 HOURS	15 HOURS	15 HOURS	15 HOURS	30 HOURS
Now	APR 2024	SEP 2024	SEP 2025	Now	APR 2024	SEP 2024	SEP 2025	SEP 2024	SEP 2025
WORKING FAMILIES				WORKING FAMILIES					
30 HOURS	30 HOURS	30 HOURS	30 HOURS	15 HOURS	15 HOURS	30 HOURS			
Now	APR 2024	SEP 2024	SEP 2025	APR 2024	SEP 2024	SEP 2025			

Source: Child Care Choices - <https://www.childcarechoices.gov.uk/upcoming-changes-to-childcare-support/>

Where are the Early Years settings in Shropshire in relation to areas of deprivation?

As of May 2024, in Shropshire, there were 99 Early Years settings and 97 childminders located across the county (see map below). Many settings are concentrated in the Shrewsbury area and Oswestry. Reassuringly, settings are well-placed in relation to areas with high levels of income deprivation affecting children (purple heat map below).

Early Years settings in Shropshire



Legend

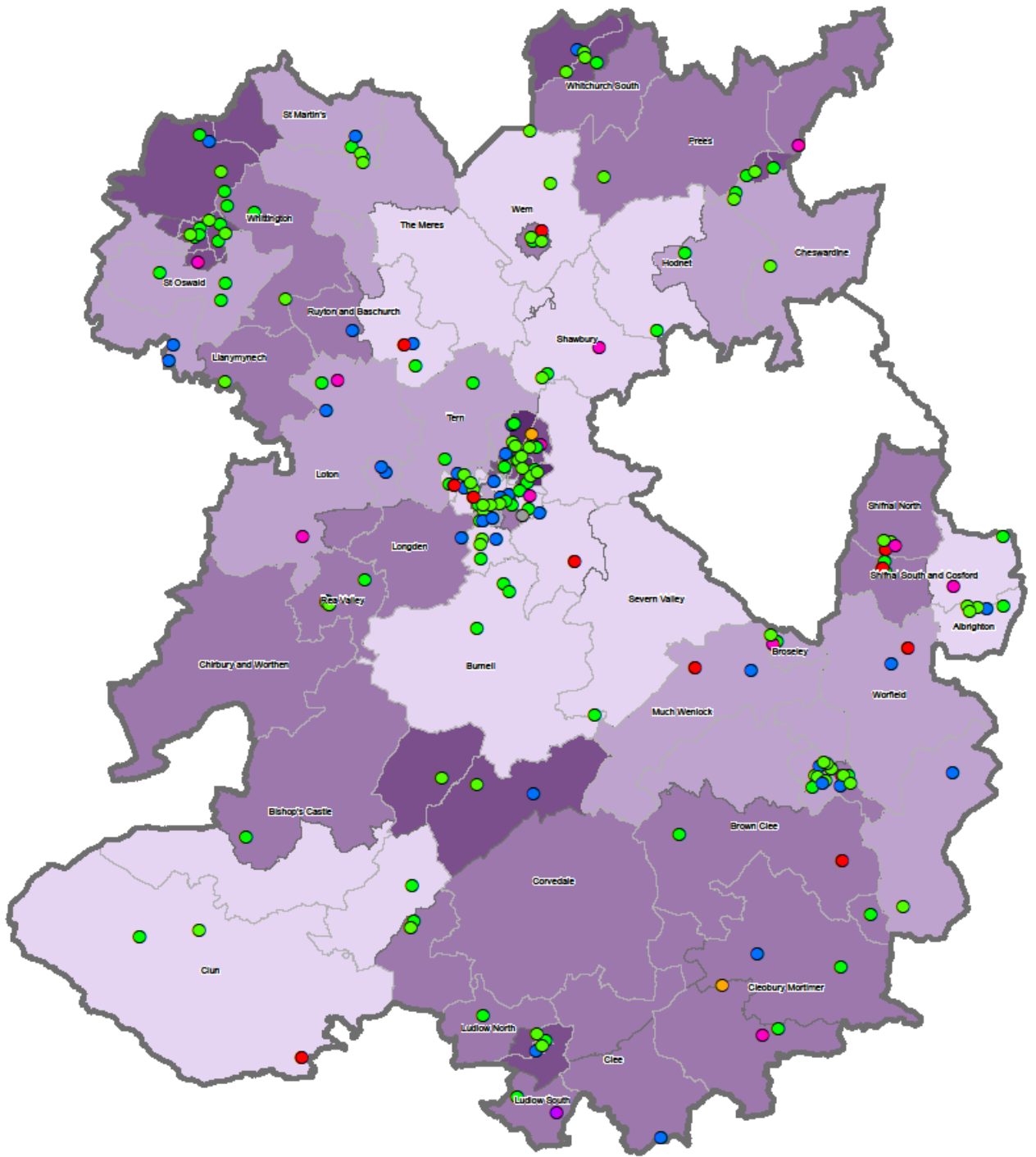
- EY Childminders
- EY Settings

Income Deprivation Affecting Children Index (IDACI) by MSAO
 Proportion of all children aged 0 to 15 living in income deprived families

- 6.4 - 8.1
- 8.1 - 9.7
- 9.7 - 12.6
- 12.6 - 18.1
- 18.1 - 26.7

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Early Years settings in Shropshire



EY Childminders - Ofsted rating Income Deprivation Affecting Children Index (IDACI) by MSAO

- Good
- Inadequate
- Met
- Outstanding
- Registration
- Registration Visit

Proportion of all children aged 0 to 15 living in income deprived families

- 6.4 - 8.1
- 8.1 - 9.7
- 9.7 - 12.6
- 12.6 - 18.1
- 18.1 - 20.7

EY Settings - Ofsted rating

- Good
- Outstanding
- Registration Visit
- Requires Improvement

Two thirds (67%) of Early Years settings received a 'Good' Ofsted outcome, with 1 in 4 (23%) receiving an 'outstanding' outcome.

Ofsted outcome	Number of Early Years settings	Proportion
Outstanding	22	23%
Good	65	67%
Requires improvement	2	2%
Registration visit	8	8%
Total	97	100%

Two thirds (68%) of Childminders received a 'Good' Ofsted outcome, with 13% receiving an 'outstanding' outcome and 11% 'Met'..

Ofsted outcome	Number of Childminders	Proportion
Outstanding	13	13%
Good	66	68%
Met	11	11%
Inadequate	1	1%
Registration visit	6	6%
Total	97	100%

Voluntary and Community sector offer

The [Shropshire Community Directory](#) has been developed by Shropshire Libraries to provide a comprehensive database of up-to-date information on community groups, clubs, societies and organisations.

The Shropshire [Family Information Directory](#) has a list of activities and groups available to families with children 0-4 years olds. There is currently a piece of work underway to enhance this offer regularly adding new groups that become available across the whole of Shropshire and just over the borders.

Details can be found via the website under the 'Things to do' section, and can then be filtered by area or age group.



Shropshire Family Information Service (FIS) has developed this on-line directory featuring local and national organisations and services that exist to support children, young people and families.

The directory contains information on groups which can offer advice and support on some of the issues or concerns any family may encounter. It can also help you find activities in your local area for children and young people to take part in where they can learn new skills and make new friends.

If you are part of a group or service that isn't yet included in the service directory contact Shropshire Family Information Service to add your details free of charge.

Stakeholder engagement

We asked stakeholders to work with us to identify and provide us with the relevant data, intelligence, and evidence to inform the JSNA:

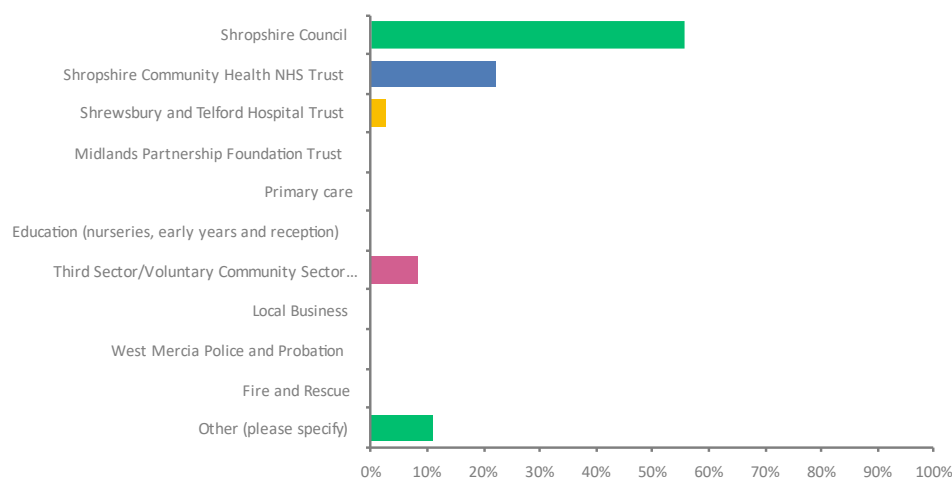
- To identify subjects which should be spotlighted and explored in more depth (Spotlight JSNAs)
- To inform us of your outreach and engagement work with children, young people and families in Shropshire
- To provide their views on key opportunities, challenges, and assets to be included in the JSNA
- Once developed, to use the Children and Young Peoples JSNA to inform service development and delivery

We engaged stakeholders and professionals using an online questionnaire through the SurveyMonkey platform. The questionnaire was developed to capture the views of all services and organisations that support babies, infants and children and their families (age 0-4).

Responses were collected between 31 March 2023 and 1 May 2023. In total, 36 responses were received. Over half (56%) of respondents were Shropshire Council employees, 22% were Shropshire Community Health NHS Trust employees, 11% were from Other organisations (e.g. NHS Shropshire Telford & Wrekin ICB and Town Councils) and 8% from Third Sector/Voluntary Community Sector Enterprises/Charities:

Q1: Which organisation do you work for?

Answered: 36 Skipped: 0



Which service area do you work in?

Organisation and Service area	Number of respondents
Shropshire Council	20
Children's Social Care	3
Culture Leisure and Tourism	1
Early Help	8
Emergency planning biodiversity and public health	1
Housing Services	1
Learning and skills	2
Libraries	1
Public Health	2
Shropshire Museums and Archives	1
Shropshire Community Health NHS Trust	8
Community children's nursing	1
Community Paediatrics	1
Family Nurse Partnership	1
Health Visiting	2
PHNS	1
School Nursing	2
Other (please specify)	4
Designated Safeguarding Team	1
Education	1
Maternity & Neonatal	1
Town Councillor	1
Third Sector/Voluntary Community Sector Enterprises/Charities	3
Autism specific support for families	1

Breastfeeding Support	1
Children's Social Care	1
Shrewsbury and Telford Hospital Trust	1
Midwifery	1
Total	36

Of the 20 responses from Shropshire Council, majority were from the Early Help service. 16 stakeholders from outside Shropshire Council also responded, half of which were from the Shropshire Community Health NHS Trust.

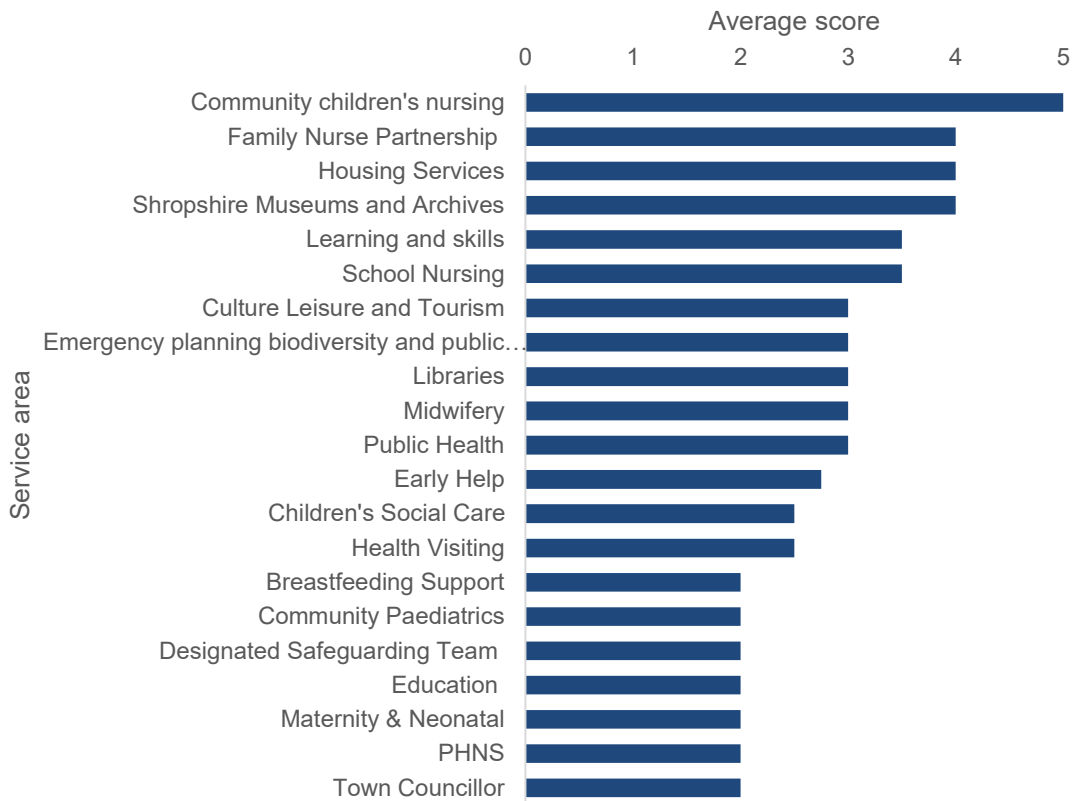
Collectively supporting families to meet the needs of babies, infants and children (aged 0-4)

Across the system, respondents rated Shropshire collectively supporting families to meet the needs of babies, infants and children (aged 0-4) at 2.9, where 1 was not at all and 5 was extremely well.

Some service areas felt that the system is collectively supporting families to meet the needs of babies, infants and children (aged 0-4) very and extremely well (average rating of 4-5), for example: Community children's nursing, the Family Nurse Partnership, Housing and the Museum.

Other respondents such as those working in service areas of Breastfeeding Support, Education, Community Paediatrics, Maternity & Neonatal, Town Councillor, Designated Safeguarding Team and the PHNS, reported room for improvement with an average rating of 2.

Average score: On a scale of 1-5, how do you feel that services in Shropshire are collectively supporting families to meet the needs of babies, infants and children (aged 0-4)? (where 1 = not at all and 5 = extremely well)

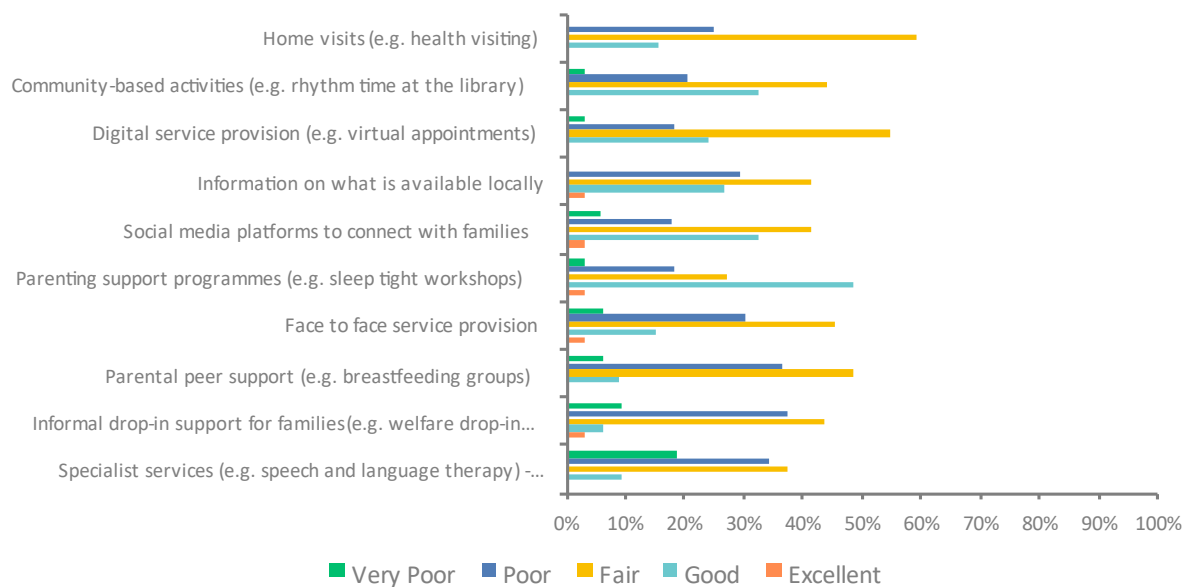


Areas doing well or areas for improvement in Shropshire:

The below charts indicate how respondents feel we are doing around the availability and accessibility of services and information; engagement and co-production and organisational development and partnership working.

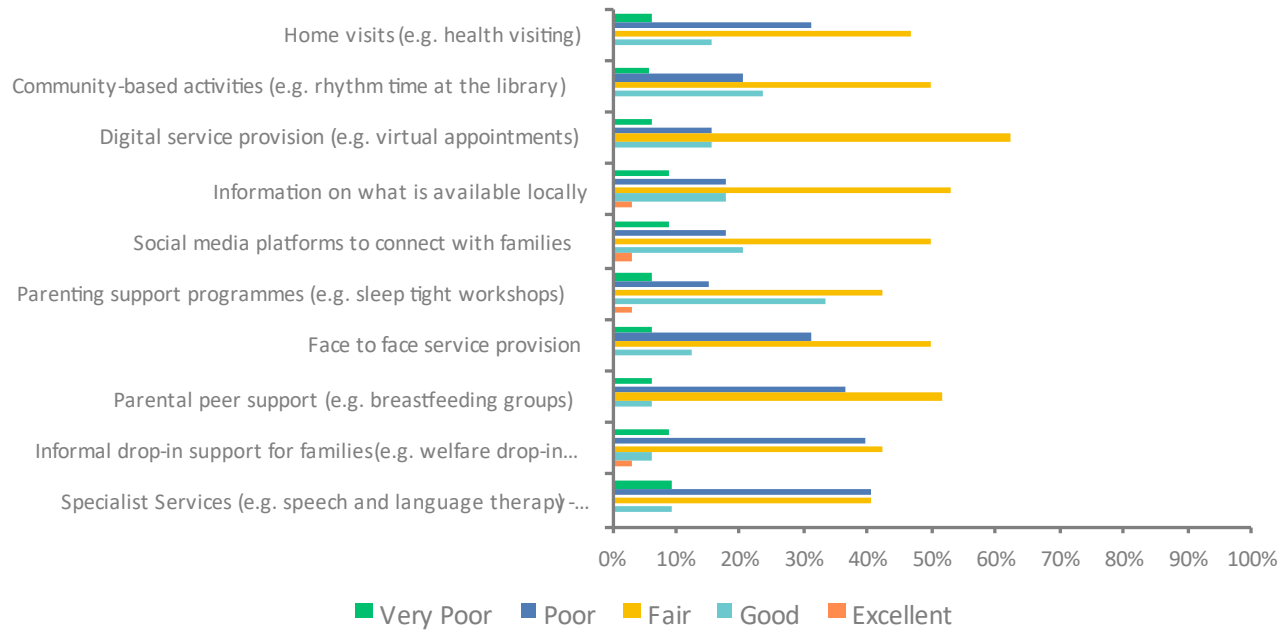
Q4: Availability of services and information

Answered: 34 Skipped: 2



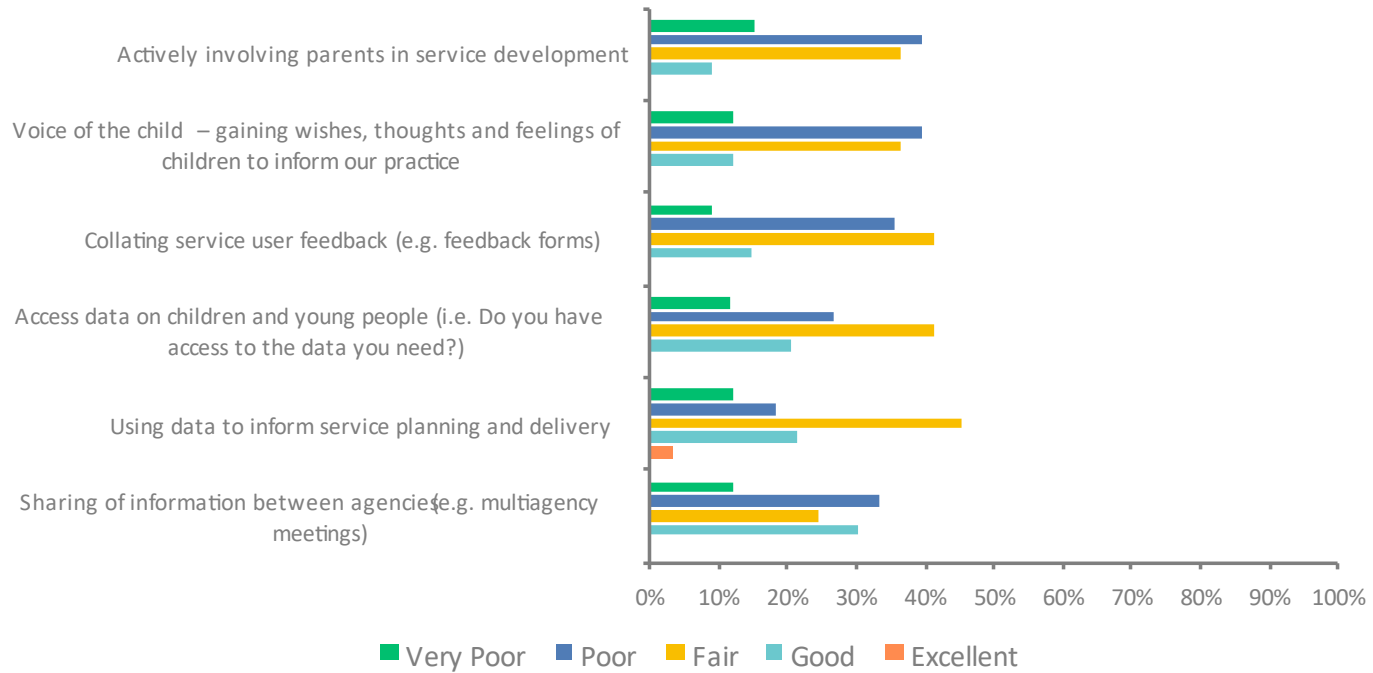
Q5: Accessibility of services and information

Answered: 35 Skipped: 1



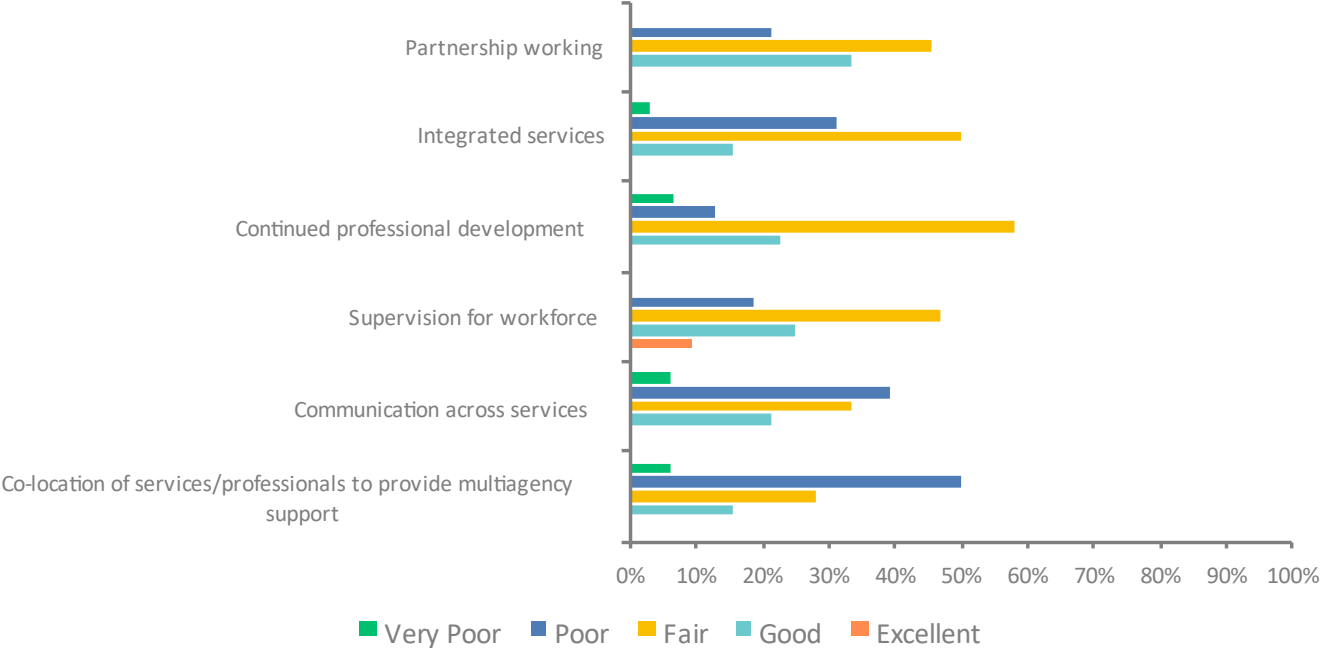
Q6: Engagement and co -production

Answered: 34 Skipped: 2



Q7: Organisational development and partnership working:

Answered: 33 Skipped: 3



Availability of services and information

Home visits (e.g. health visiting)
Community-based activities (e.g. rhythm time at the library)
Digital service provision (e.g. virtual appointments)
Information on what is available locally
Social media platforms to connect with families
Parenting support programmes (e.g. sleep tight workshops)
Face to face service provision
Parental peer support (e.g. breastfeeding groups)
Informal drop-in support for families (e.g. welfare drop-in clinics)
Specialist services (e.g. speech and language therapy) - Please state

Very Poor	Poor	Fair	Good	Excellent
0%	26%	58%	16%	0%
3%	18%	45%	33%	0%
3%	19%	53%	25%	0%
0%	27%	42%	27%	3%
6%	15%	42%	33%	3%
3%	16%	28%	50%	3%
6%	31%	44%	16%	3%
6%	38%	47%	9%	0%
10%	39%	42%	6%	3%
19%	35%	35%	10%	0%

Accessibility of services and information

Home visits (e.g. health visiting)
Community-based activities (e.g. rhythm time at the library)
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Informal drop-in support for families (e.g. welfare drop-in clinics)
Specialist services (e.g. speech and language therapy) - Please state

Very Poor	Poor	Fair	Good	Excellent
6%	32%	45%	16%	0%
6%	21%	48%	24%	0%
6%	13%	65%	16%	0%
9%	15%	55%	18%	3%
9%	15%	52%	21%	3%
6%	13%	45%	32%	3%
6%	32%	48%	13%	0%
6%	38%	50%	6%	0%
9%	41%	41%	6%	3%
10%	42%	39%	10%	0%

Engagement and Co-production

Actively involving parents in service development
Voice of the child – gaining wishes, thoughts and feelings of children
Collating service user feedback (e.g. feedback forms)
Access data on children and young people (i.e. Do you have access to the data you need?)
Using data to inform service planning and delivery
Sharing of information between agencies (e.g. multiagency meetings)

Very Poor	Poor	Fair	Good	Excellent
16%	38%	38%	9%	0%
9%	41%	38%	13%	0%
9%	33%	42%	15%	0%
12%	27%	39%	21%	0%
13%	16%	47%	22%	3%
13%	34%	22%	31%	0%

Organisational development and partnership working

Partnership working
Integrated services

Very Poor	Poor	Fair	Good	Excellent
0%	22%	44%	34%	0%
3%	29%	52%	16%	0%

Continued professional development	7%	13%	57%	23%	0%
Supervision for workforce	0%	19%	45%	26%	10%
Communication across services	6%	41%	31%	22%	0%
Co-location of services/professionals to provide multiagency support	6%	48%	29%	16%	0%

Availability of services and information

50% of respondents felt that there is good availability of parenting support programmes in Shropshire. Areas of need are also highlighted, for example: 39% of respondents felt that there is poor availability of informal drop-in support for families and a further 42% felt availability was “fair”. One in five respondents also reported that there is very poor availability of specialist services in the county, particularly for speech and language and pre and post-natal care. Waiting times around specialise services was also highlighted as poor.

Accessibility of services and information

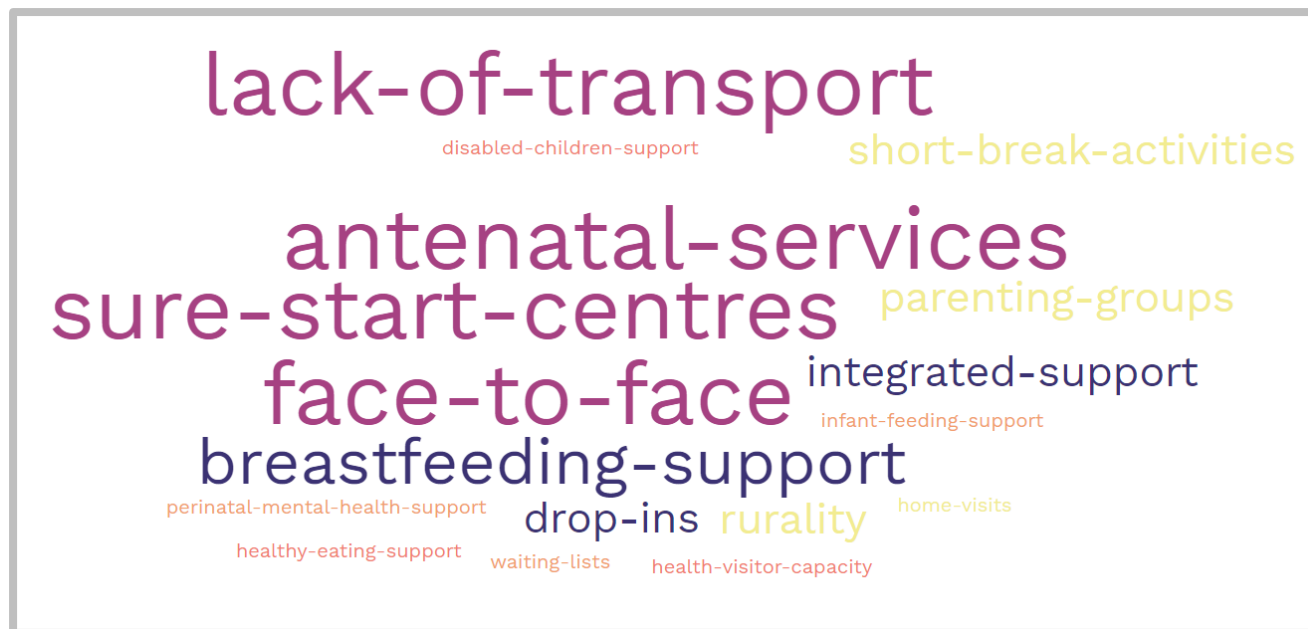
32% of respondents felt that there is good availability of parenting support programmes. However, 32% of respondents feel that there is poor accessibility of face-to-face service provision and another 32% feel that there is poor accessibility to home visits”. One in ten respondents feel that there is very poor availability of specialist services, especially for rural communities.

Engagement and co-production

38% of respondents reported poor co-production with parents in service development with a further 38% reporting “fair”. 41% reported poor co-production with the voice of the child, highlighting a need for improvement. 34% feel that there is poor sharing of information between agencies, however a further third feel that there is good information sharing between agencies.

Organisational development and partnership working

Almost half of respondents (48%) felt that co-location of services is “poor” and 41% reported communication across services as “poor”. On the other hand, 34% reported good partnership working.



Detailed responses:

- “There is a lack of drop-in, face-to-face support for families, like they used to get with the Sure Start Children's Centres. The Short Break activities are very limited in certain parts of the county.”
- “No face to face health visiting service for Bishops Castle. Parents can have phone calls or travel to Ludlow. Public Transport links are poor. Sure Start filled all the gaps and now we are seeing the legacy .”
- “Gaps in provision of All In short breaks for this age group, also geographical gaps in wider provision around the county. Information sharing between partners needs to improve about the service provision available, most is unknown and not promoted enough. Better use of the Family Information Service central online database of services should be encouraged.”

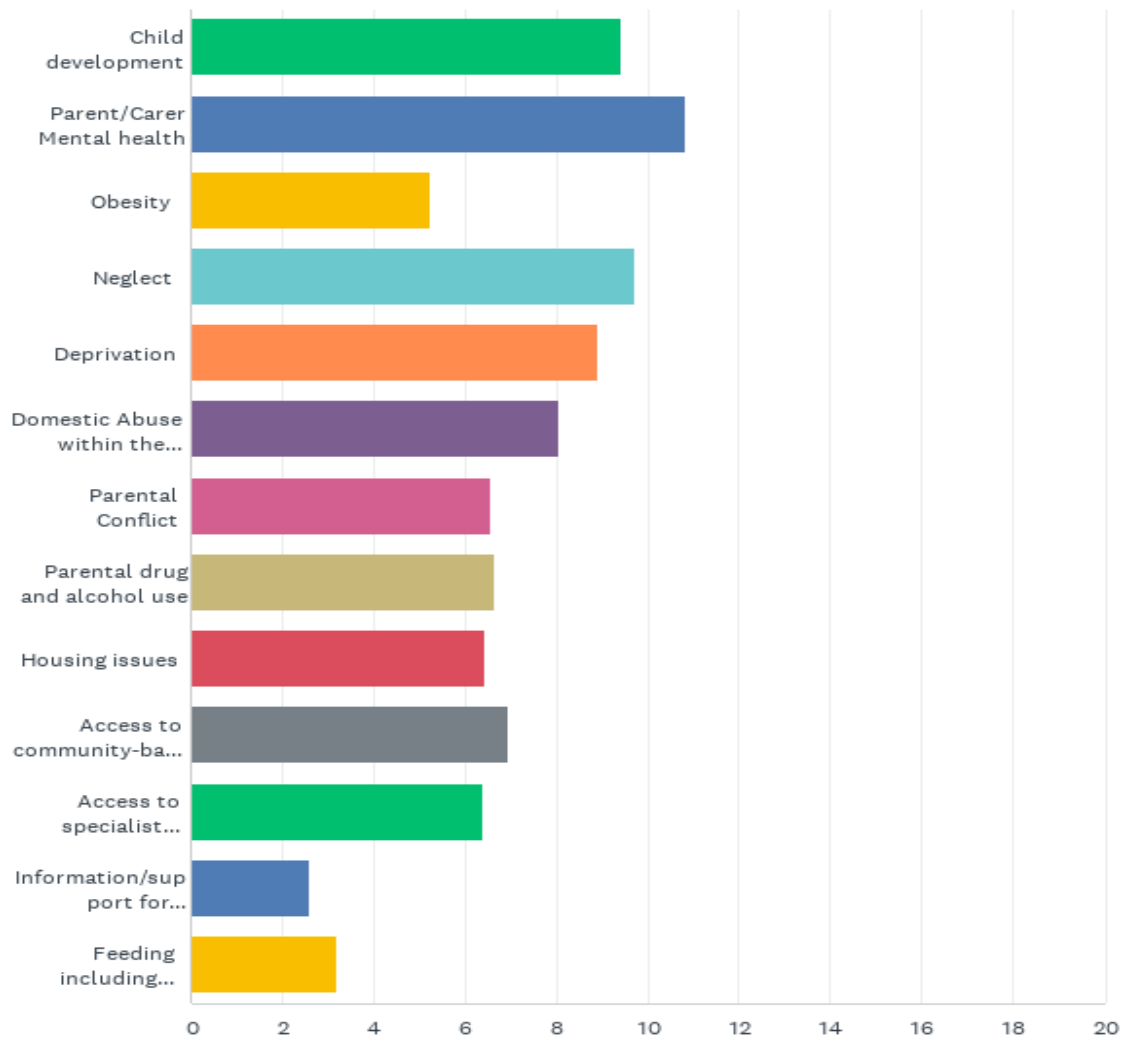
Areas doing well in the service provision for families, babies, infants and children aged 0-4



- “Family Information Service is a great source and accessible on many different levels”
- “The work that is being completed in Oswestry is a good example of integrated working “
- “Early Help team do an excellent job.”
- “Use of libraries to deliver and support provision Delivery of speech and language intervention programmes -EY Talkboost Speech and Language website, ST&W, is very informative and supportive”

What you think are the key challenges for children (0-4) in Shropshire:

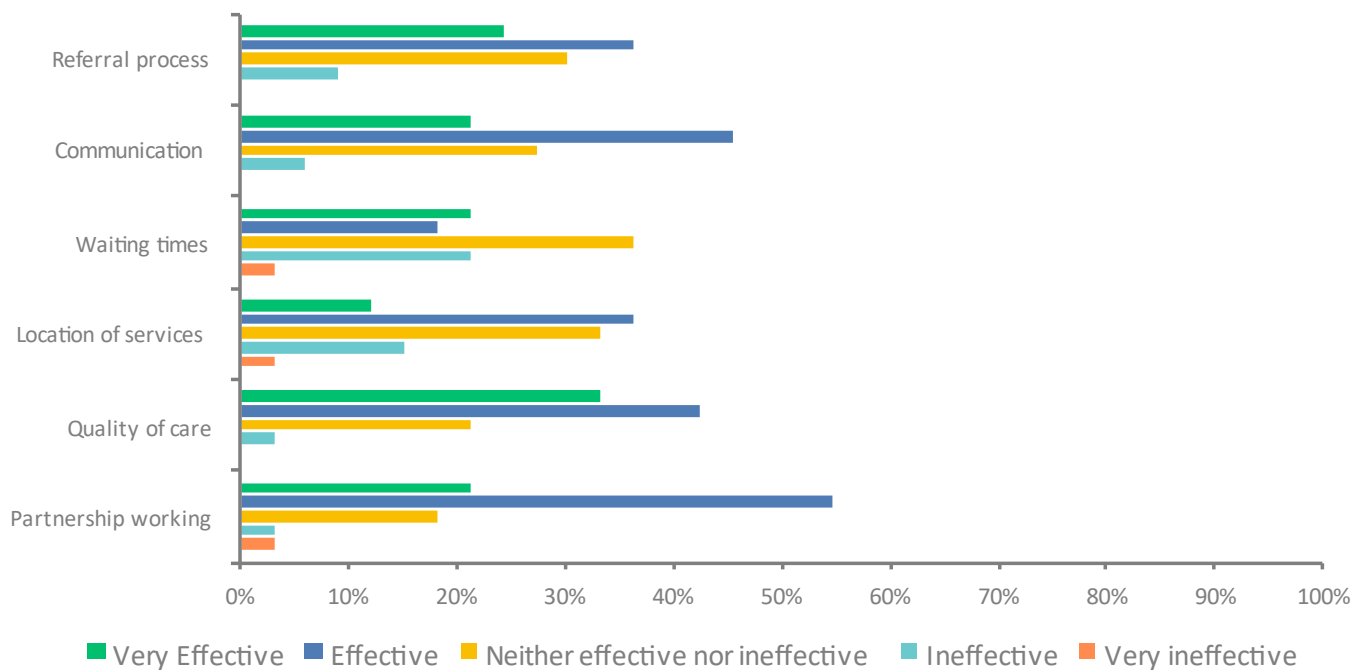
Respondents highlighted parental mental health as the key challenges for children aged 0-4, with 11 out of 34 respondents highlighting this as the key challenge. Child development and neglect were the other two areas reported to be areas of need for 0-4s in Shropshire.



How your service operating?

Q11: Please rate the following aspects of how effective you feel your service area is operating

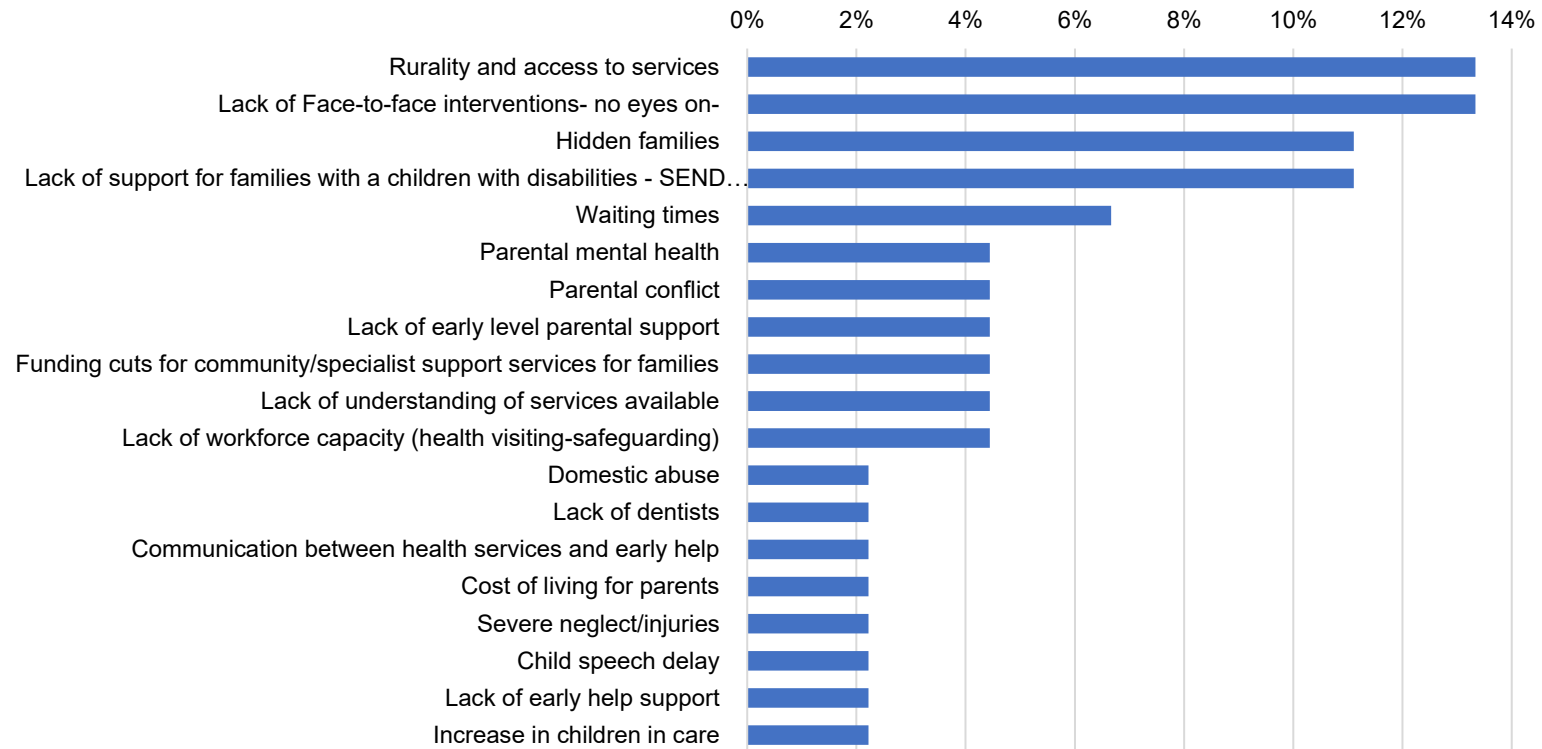
Answered: 33 Skipped: 3



What are your biggest concerns when thinking about vulnerability of 0-4 year olds in Shropshire?

This was an open text question. The below chart presents the frequency of key themes emerging from responses.

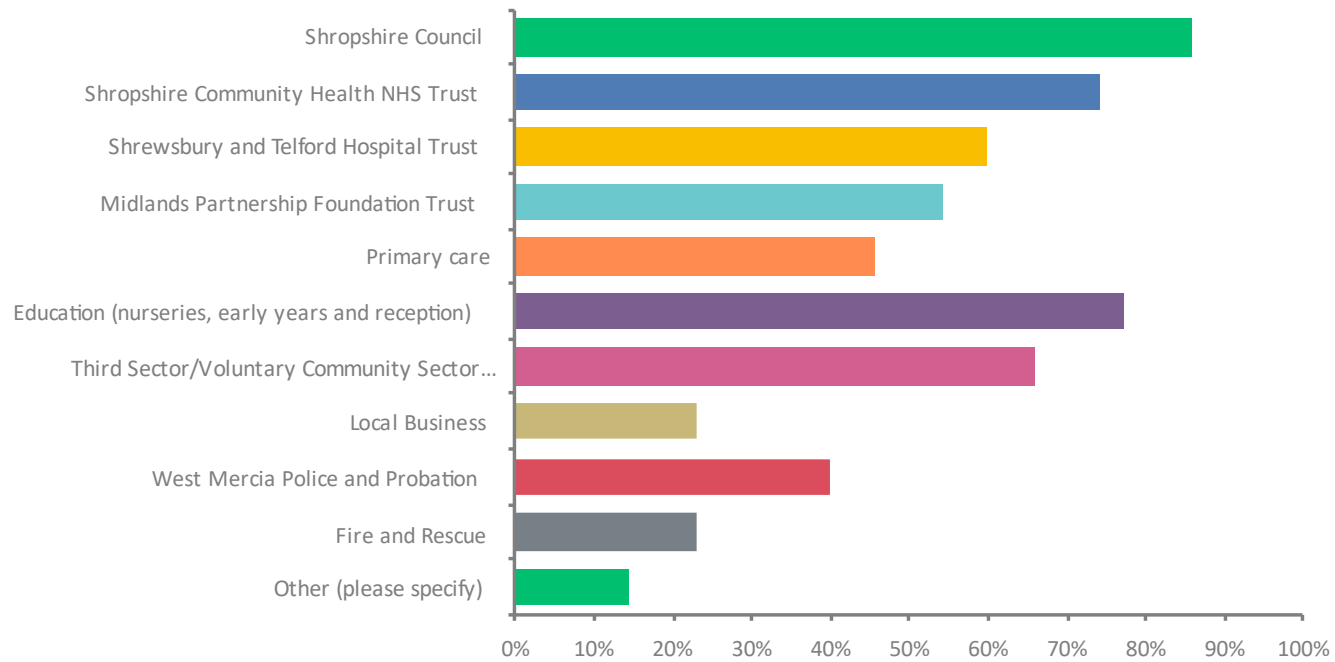
What are your biggest concerns when thinking about vulnerability of 0-4 year olds in Shropshire? (thematic analysis of free text answers, n =36)



Partnership working opportunities.

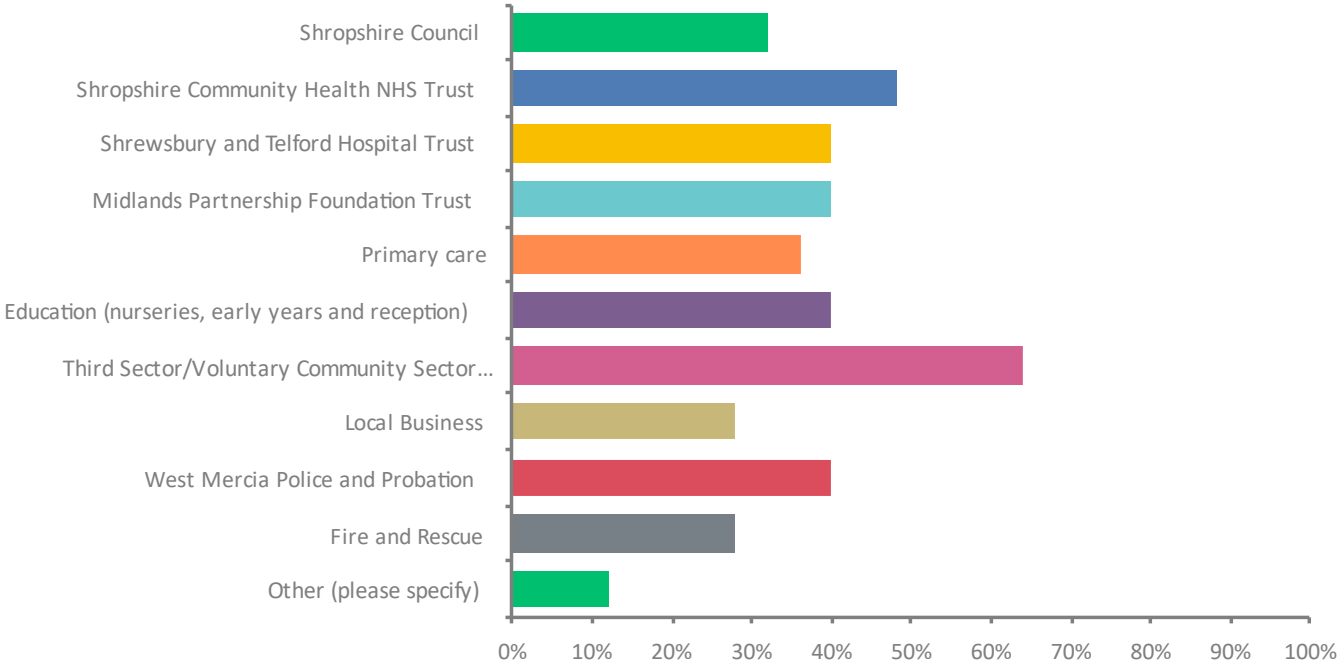
Q15: Which services do you regularly work in partnership with? (select all that apply)

Answered: 35 Skipped: 1



Q16: Which service areas would you like to work more closely with? (select all that apply)

Answered: 25 Skipped: 11



Parents and carers engagement

As part of the CYP JSNA, a best start of life early years parents and carers survey was conducted. Parents and carers of children aged 0-5 were targeted to assess their experiences of accessing services and support in Shropshire (including parent and carers of children with Special Education Needs and Disability).

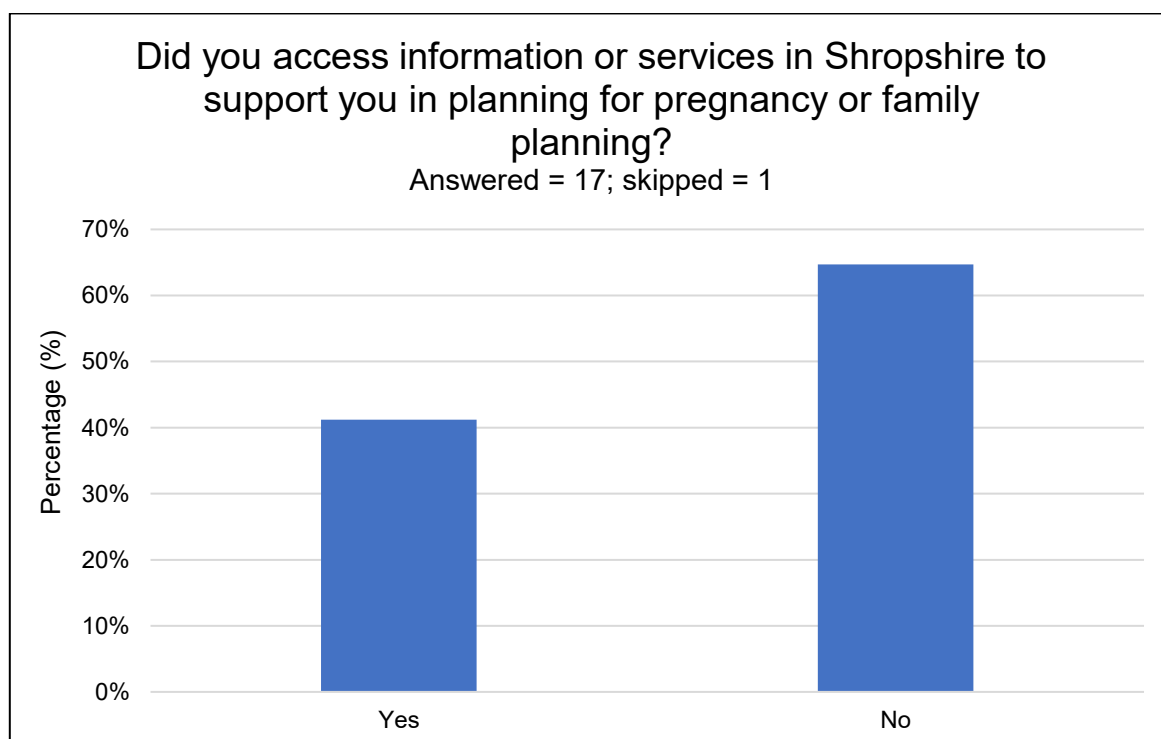
We engaged parents/carers of 0-4 year olds using an online questionnaire through the Survey Monkey platform. The survey was distributed at a parents and carers event via a QR code. Survey responses were collected between 26 October 2023 and 29 November 2023. Unfortunately, we received a very low response rate with 18 responses were received.

Of the respondents, 71% had parent or caregiving responsibilities for more than 2 children and 36% indicated that they had a child or children with an additional need or disability.

Access to information

When asked if they had accessed information or services to support in pregnancy or family planning, 65% of respondents indicated that they did not. Parents and carers were asked which information or services they accessed in a free text question. Respondents who accessed information or services on pregnancy or family planning indicated that they accessed the following:

- 15 free hours childcare
- Midwife support post miscarriage
- Maternity services

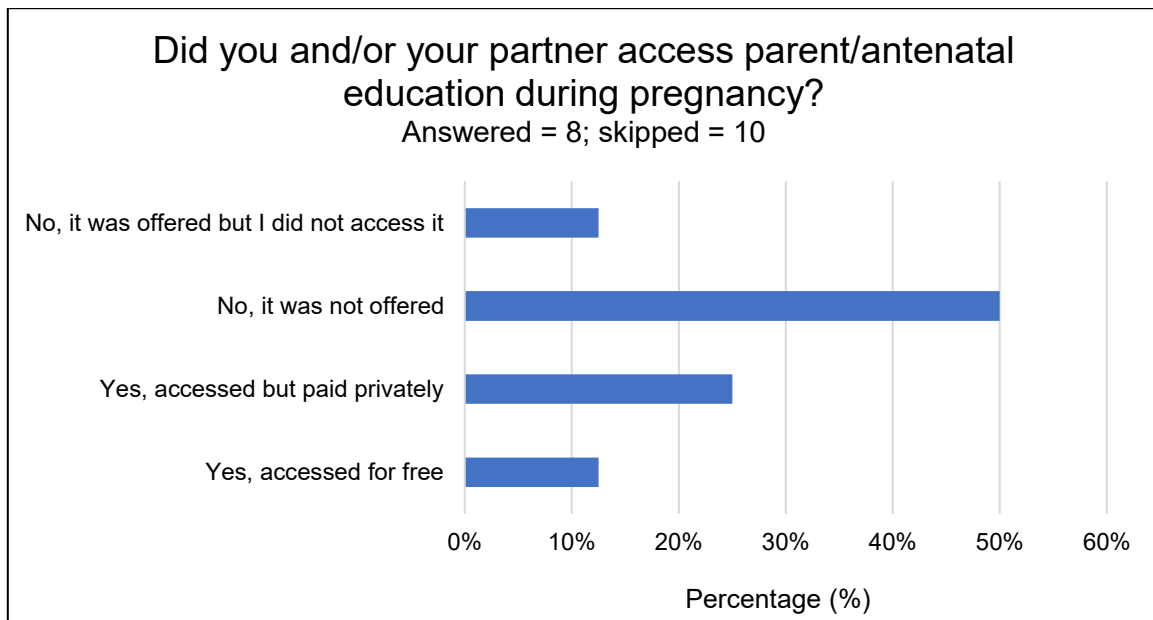


Of those who accessed information or services on pregnancy or family planning, 57% had a very good or excellent experience with the information or services accessed. However, there was a very low response rate of 5 respondents. Service users indicated that:

“There should be more help for women/families who go through pregnancy loss”
“Maternity services were not great and there was little support with regards to antenatal care and postnatal care, particularly with breastfeeding”

Antenatal education

Parents and carers were asked if either them or their partner accessed parent or antenatal education during pregnancy. 38% of respondents accessed parent or antenatal education (13% accessed it for free and 25% accessed it privately). 50% of respondents indicated that this service was not offered to them. However, there was a very low response rate of 8 respondents



Health visiting benefits

Respondents were asked where they felt they would have most and least benefitted from the support of a health visitor. For each category, 7 respondents answered the question.

- 57% felt they most benefitted from a health visitor during pregnancy,
- 57% indicated in the first 14 days after childbirth,
- 43% indicated when the child is aged between 12 months to 2 years,
- 43% indicated when the child is aged between 3 to 5 years.

Experiences	0 = Least benefitted	1	2	3	4	5 = Most benefitted
During pregnancy	29%	0%	0%	0%	14%	57%
In the first 14 days following childbirth	0%	14%	14%	0%	14%	57%
Between 14 and 30 days following childbirth	0%	0%	29%	29%	14%	29%
Baby aged 6-8 weeks	0%	0%	43%	29%	14%	14%
Baby aged 3-6 months	0%	14%	43%	14%	14%	14%
aged 12 months-2 years	14%	14%	14%	14%	0%	43%
child 2 to 3 years	14%	0%	29%	29%	0%	29%
child 3 to 5 years	14%	14%	0%	14%	14%	43%

As a parent/carer of child (ren) aged 0-5, what are the most important considerations to you, to help you look after your child's health and wellbeing?

Respondents indicated the following when asked what the most important considerations were when looking after their child's health and wellbeing:

"Access to healthcare without a long wait"

"Being able to access services for information and support without delays"

"Physical health and nutrition, followed by mental wellbeing of child and how to support"

"Regular check ins with health professionals for reassurance"

Is there anything else you would like to tell us about your family's experiences of health services you used in Shropshire?

"Increased focus should be placed on maternal postnatal health. Wasn't offered 6 week postnatal check or further support about physical healing after birth"

“Long wait times in a&e and for appointments”

“My middle child has Autism. The follow on care since we moved to Shropshire in April has been difficult to obtain. Services and information are not linked and shared. It's had to know what's available if someone doesn't advise you. Doctors don't always know the correct paths and paediatrician will end you back to doctor and it takes a long time to get issues resolved”

“My first pregnancy ended in miscarriage, there is absolutely no help or support out there for ladies and families who have been through loss. The mental impact is horrific, but as soon as you've passed the foetus/baby you are forgotten about, and no contact is made with support or follow up doctor appointment to check health/mental health”

Recommendations

Recommendations are based on the [Areas of Need](#)

1. To support partners / family members of **pregnant women to stop smoking** and to reduce the rates of pregnant women smoking at time of delivery.
2. To continue to monitor **child and infant mortality**, adjusting action plans as required to ensure appropriate mitigations are in place.
3. To improve the recording to show the accurate position of **emergency admissions of 0-4s**, distinct from 0-4s who required same day emergency care. To monitor the level of emergency admissions of 0-4s and take appropriate action.
4. To increase uptake of pregnancy and childhood **immunisations** to provide protection and reduce the risks associated with these illnesses.
5. To continue to increase **breastfeeding rates** at 6-8 weeks to achieve at least the national average.
6. To continue to increase and monitor the number of families **accessing the mandated contacts** offered by the health visiting service.
7. To ensure the **cost of living** support and support for health and wellbeing is well promoted through all services, including promoting the take up of **healthy start vouchers**
8. To reduce the number of 0-4 year olds whose **parents use drugs and alcohol** who become looked after and to increase the number of parents receiving **appropriate support at the earliest opportunity**.
9. To reduce the number of 0-4s **living in households where domestic abuse** occurs by supporting the workforce to **identify perpetrators** and support them to **behaviour change programmes**
10. For all health and social care agencies to ensure they appropriately assess the **mental health** needs of the child, mother and family and signpost to relevant services and intervention.
11. To develop **Women's Health Hubs** across Shropshire aligning with development of **Community & Family Hubs** to improve outcomes for women & children aged 0-4.
12. To publish the **Best Start for Life offer** to enable families to access information about services and support to increase visibility and accessibility of services and improve child outcomes.
13. To continue to increase **awareness of early help and prevention offers** to support families and prevent escalation.
14. To continue to monitor the level of children who are **overweight or obese at reception** and to deliver on the Early Years actions of the Healthier Weight Strategy
15. To engage with **stakeholders to inform recommendations**.

Area of need	Mitigation (What are we doing now)	Recommendation (What we are intending to do and how)	Governance (Where does this recommendation sit)
1. Smoking status at time of delivery	<ul style="list-style-type: none"> • Healthy Pregnancy service in SATH maternity offering smoking cessation support • Health Lives Advisors offering behavioural support for smoking cessation • Expansion of smoking cessation offer • Community and family hub development to increase available support • Tobacco Dependency treatment pathways 	<ul style="list-style-type: none"> • To decrease the number of pregnant women smoking at time of delivery to England average 	LMNS Health and Wellbeing Board
2. Infant mortality	<ul style="list-style-type: none"> • Cascading learning from infant deaths (CDOP reviews) • System wide Infant and Child Mortality workshops • Increasing awareness of Safer Sleep advice • Community and family hub development to increase available support • Dashboard in development to STW monitor trends and identify modifiable factors 	<ul style="list-style-type: none"> • To decrease the number of infant deaths by addressing modifiable factors • Learning from previous deaths • Identifying any local themes 	ICS System Quality Group LMNS
3. Emergency admissions (under 1s and 0-4s)	<ul style="list-style-type: none"> • Increased awareness of asthma and inhaler use • School nursing service have trained school staff and also implemented Asthma Friendly Schools programme. • GP practices audited blue inhaler prescriptions. • Community and family hub development to increase available support e.g. Health Visiting drop in clinics opening across county • Priority focus of the infant mortality workstream • Accident prevention awareness 	<ul style="list-style-type: none"> • Reduce the number of 0-4's being admitted from A&E by increasing awareness of early identification and treatment • Increasing awareness of appropriate management of acute and long-term conditions • Learning from case reviews • Embed paediatric Same Day Emergency Care in the community and monitor activity 	ICS System Quality Group LMNS System Urgent and Emergency care CYP Oversight Group
4. Population Vaccination coverage: MMR two doses (5 years old)	<ul style="list-style-type: none"> • Increased circulation of resources to raise awareness of the importance of immunisations through EY settings, schools, higher education, social media, staff newsletters. • GP practices offering catch up appointments to improve coverage. • Community and family hub development to increase available support 	<ul style="list-style-type: none"> • Increase vaccination coverage to 95% by continued awareness of reasons for vaccination • Identify groups with lower uptake and target messaging and work with these communities to increase uptake. 	Health Protection Quality Assurance Board
5. Breastfeeding prevalence at 6-8 weeks	<ul style="list-style-type: none"> • STW Infant feeding strategy • Breastfeeding peer support groups • Additional breastfeeding training to PHNS • Online Antenatal/Postnatal Solihull Training • Baby Buddy App • Introduced open access HV clinics • HV single point of access and texting service • Community and family hub development • Provider is working on improving the data inputting as hasn't been as robust in recent years but is now improving as staff have been made aware and are encouraged to complete it. 	<ul style="list-style-type: none"> • Improve referral pathways for complex breastfeeding support • Raise awareness of breastfeeding peer support groups and HV open access clinics • Improve reporting mechanisms. • Introduction of Womens' Health Hub 	LMNS PHNS contract monitoring
6.Uptake of Healthy Start vouchers	<ul style="list-style-type: none"> • Increased awareness through media • Awareness through Baby Buddy App • Increased training and information to professionals supporting pregnant women and families • Community and family hub development to increase available support • Provider is currently looking at the process for being able to offer HS vouchers in clinic 	<ul style="list-style-type: none"> • Continue to raise awareness • Increase availability of vitamins 	Public Health – linking with national team

Area of need	Mitigation (What are we doing now)	Recommendations (What we are intending to do)	Governance (Where does this sit)
7. Proportion of children receiving a <u>12 month</u> review by 12 months	<ul style="list-style-type: none"> Increased awareness of reviews to parents and families Altered booking system to generate appointments early Introduced open access HV clinics HV single point of access and texting service Community and family hub development to increase available support <u>2 year</u> integrated review in the early year's settings (<u>2 year</u> development) and the open access clinics (emergency admissions/minor illness management, breastfeeding, healthy start vouchers). 	<ul style="list-style-type: none"> Continue to increase number of reviews at 12 months and monitor Continue to raise awareness Changing the way in which appointments are sent to meet timescales Increase availability of HV open access clinics 	ICS System Quality Group PHNS contract monitoring
8. Percentage of children achieving a good level of development at 2 to 2½ years	<ul style="list-style-type: none"> Piloting integrated 2-year reviews with EY settings Increase awareness of reviews and encourage parents to take up. HV single point of access and texting service Introduced open access clinics Community and family hub development to increase available support Physical activity is a key area within early years as part of a child's development. We will continue to work with our Early Years setting to implement the CMO's recommendations regarding physical activity and encourage them to use innovative ways to integrate those across the early year's curriculum 	<ul style="list-style-type: none"> Roll out integrated 2-year reviews with EY settings Continue to raise awareness on effective interactions that improve child development. Roll out of the school readiness leaflet Introduction and roll out of HV open access clinics for parents/carers to access support 	ICS System Quality Group PHNS contract monitoring Health and Wellbeing Board
9. Child development: percentage of children achieving the expected level in communication skills, gross motor skills, fine motor skills, problem solving skills and personal social skills at 2 to 2½ years	<ul style="list-style-type: none"> Introduced Early Talk boost and Talk boost to increase speech and language development Produced school readiness leaflet with information on how to support child development. Raised awareness of child development. Increase access to HV service for support. HV open access clinics HV single point of access and texting service Increase uptake of early education Community and family hub development to increase available support Physical activity is a key area within early years as part of a child's development. We will continue to work with our Early Years setting to implement the CMO's recommendations regarding physical activity and encourage them to use innovative ways to integrate those across the early <u>years</u> curriculum 	<ul style="list-style-type: none"> Publishing Best Start for Life offer Roll out of school readiness leaflet Online Solihull programmes To increase awareness of effective interactions from bump- toddlers to improve development. Introduction and roll out of HV open access clinics for parents/ cares to access support. 	ICS System Quality Group PHNS contract monitoring
10. Stakeholders report transport/access and face to face provision is a barrier for health visiting	<ul style="list-style-type: none"> Introduced open access clinics Increased HV recruitment to vacant posts HV single point of access and texting service Restored face to face contacts HV training places Community and family hub development to increase available support 	<ul style="list-style-type: none"> Continue to recruit to vacant posts HV training places increasing Publicise service offer Introduction and roll out of HV open access clinics 	PHNS contract monitoring
11. Looked after children, <u>0-4 year olds</u> making up 24% of all children looked after in the county (2023)	<ul style="list-style-type: none"> Actions developed and implemented as a result of the Children's summit (2023) Transformation of Targeted Early Help, Re-launch of the EH Partnership Board and launch of Early Help Strategy. Community and Family hubs and Integration panels Communication on how to seek support particularly during school holidays and times of increased pressure Best Start in Life programme which includes the introduction of Family Foundations Course and information on support available to first time parents/co-parents Actions included within the Drug and Alcohol Partnership Plan 	<ul style="list-style-type: none"> Reduce the number of 0-4's becoming looked after by Increasing professional curiosity Increasing awareness of professionals and families of early help to support families and prevent escalation Increasing number of families accessing early help Improve identification of families in need Continued audit of cases and learning cascaded and acted upon 	Shropshire Safeguarding Community Partnership Health and Wellbeing Board

END OF REPORT