



Barking and Dagenham

Industrial change for children - tackling children's health through integration and incentivisation

Matthew Cole - Joint Director of Public
Health

Meena Kishinani - Head of Children's
Policy and Trust Commissioning

Barking & Dagenham
Partnership



Industrial change for children

- Background to Barking and Dagenham
- Partnership approach to child and adolescent obesity
- Key partnership initiatives
- Role out of an integrated incentive scheme for CYP ≤ 18 linking schools, leisure, health and social care
- Progress to date
- Lessons learnt

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Health challenges

- High prevalence of obesity in adults and children
- High smoking prevalence
- High preventable mortality
- Domestic violence
- Alcohol admissions
- GP survey

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Partnership approach

- Co-terminus with local authority and borough police
- Joint DPH / Consultant in PH
- NHS staff attend LA management meetings and vice versa
- Health and Well Being Strategy
- Section 75 agreement
- Integration



Industrial scale approach for Children & Young People

- Making small successes big successes
- Applying learning and projects on a whole population base
- Implementing step change in way we approach the health and wellbeing of children and young people
- Undertaking an industrial scale change to improve outcomes

Industrial scale change - 3 steps

- Free swimming for all CYP ≤ 18
- Improved data collection through Access and Connect to gain understanding of CYP choices
- Increase healthy eating through increased uptake of school meals and other initiatives

Free Swimming

- 3 LA swimming pools in borough
- Free to all children aged ≤ 18 before DCMS free swimming
- £0.5 million over two years
- Swimming increased by 25%
- External evaluation by Sheffield Hallam University

Access and Connect



- 0 to 5 – focus on parenting
- 5 to 11 – focus on diet & exercise
- 11 to 19 – focus on emotional resilience & choices

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Other initiatives



- Saturation point
- Cheerleaders
- MEND
- Carnegie
- Grow, cook and eat
- Breastfeeding
- Weaning



Progress on Access and Connect

- Pilots – early 2010
- Full roll out started September 2010
- Completion by June 2011.
- 4 secondary and 1 primary schools live so far
- Findings to date:
 - School meals uptake in pilots up by +/- 11%
 - Real time adjustment to catering planning reduces waste and increases uptake.
 - Positive feedback from partners, parents and young people.



Access and Connect progress

- 77% of parents used “pay online” system for school meals.
- 23% paid cash at pay-point.
- Average cash-loading £13.40 per child.
- Total number having a meal up by 14.6%.
- In all secondary schools by end November
- 6,500 CYP using cards for school meals
- Plan for 18,000 end of November

Lessons Learnt

- Partnership is time consuming but reliant on personalities as well as structures
- S.75 = good framework but needs time to work
- Links with schools are pivotal to success
- Planning department are powerful advocates
- Don't under-estimate the power of the front line in blocking, delaying and inspiring change
- By focusing on young people we have achieved a significant amount in a small time frame.

QUESTIONS?



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