



Recommendations updated from 2014/15

Update from 2014/15

1. Ensure the learning from the Headstart programme for 2015/16 contributes to the re-design of future mental health and wellbeing provision for children and young people, including the review of Tier 2 Young Person's Mental Health Services.

The learning from the Big Lottery Funded Headstart Stage 2 programme has been embedded into the Children and Young people Mental Health transformation plans.

2. Support the implementation of the relevant elements of Priorities 2 and 4 of the 2015-2018 Knowsley Child and Family Poverty Plan.

The Knowsley Child and Family Poverty Plan contains Public Health actions related to the implementation of the health improvement plans, including the breast feeding plan, supporting pregnant women to stop smoking and delivery of health improvement campaigns, all of which continues to be implemented.

In addition, responsibility for 0-5 year old provision now lies with the local authority and is supporting families to alleviate the impacts.

3. To continue during 2015 with the promotion of the "Be a Lover Not a Fighter" campaign to end domestic abuse.

Building on last year's Cheshire and Merseyside campaign, in 2015/16 the campaign was extended to include Lancashire. The campaign reached over 1.5 million people and generated significant support through social media including several high profile celebrity endorsements.

4. To develop and implement a week of action in relation to Child Sexual Exploitation (CSE) during Autumn 2015.

Knowsley delivered a range of activity to support the national CSE awareness day, including the development and dissemination of a CSE and social media briefing to all partner agencies and promoted on the Knowsley Safeguarding Children's Board website.

The 'Listen to my Story' campaign continued with a week of leaflet drops, including new materials to highlight grooming and gaming. Schools delivered a range of activities highlighting CSE.

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5. To agree the local accident prevention action plan and start implementation through 2015/16.

A local accident prevention plan was developed with stakeholders including the Council, NHS, Fire and Rescue Service, Children's centres, Knowsley Older Peoples Voice and Healthwatch. An accident prevention campaign was run in June 2015, which included accident prevention being incorporated into the local brief intervention training for front-line staff. Work is on-going to pilot the use of volunteers to provide advice and equipment to families with young children and other existing services.

In 2016 the Fire and Rescue Service will roll out safe and well checks which will include advice to householders on slips, trips and falls as well as fire safety.

6. To implement a series of engineering measures during 2015, with the aim of reducing traffic collisions around Knowsley schools.

In 2015/16 engineering measures were implemented at various locations next to schools around Knowsley, the works include the installation of a pedestrian crossings, implementation of parking restrictions, construction of parking laybys and erection of guardrails. Further measures near to schools will be part of the 2016/17 capital programme.

7. To develop and implement a campaign aimed at increasing participation in physical activity in teenage girls and women during 2015.

Public Health commissioned detailed insight work to explore female opinions on physical activity and potential barriers to participation through Knowsley Youth Mutual (KYM).

As a result, posters were designed for a local version of the national "This Girl Can" campaign. The campaign will run during May, June and July and will be enhanced with free women's only activity classes.

Update from 2014/15

8. **Monitor and evaluate late 2015 the healthy schools pilot implemented in participating Knowsley South Schools.**

Knowsley South schools continue to implement activity around the pilot until the end of the 2015/16 academic year. An interim evaluation showed that schools have observed improved wellbeing for their pupils as a result of activity implemented to date. Children are reporting positive impacts on their health and wellbeing and some schools have used the pilot to inform changes around health and wellbeing provision for their pupils.

9. **To continue to work with Knowsley Youth Mutual to develop and implement the risk taking behaviour campaign during 2015/16 into a holistic Teenage Health Campaign under the THinK banner.**

Work has been undertaken in schools, youth centres, community settings and via outreach provision to promote key messages. The THinK brand has been developed into a holistic, teenage health campaign - a quarterly poster campaign and website has been developed.

THinK is well integrated into the local offer around health and wellbeing. Feedback shows an increasing number of young people using the website to access information.

10. **To continue to deliver brief intervention 2 Minute Messages training (children and young people) to frontline staff during 2015/16.**

The main focus for the Brief Intervention 2 Minute Message training this year has been staff who work in early years including private nurseries and children's centre staff. Large numbers of this workforce have been trained and positive evaluation has been reported. There has also been training conducted with some of the public health commissioned services.