

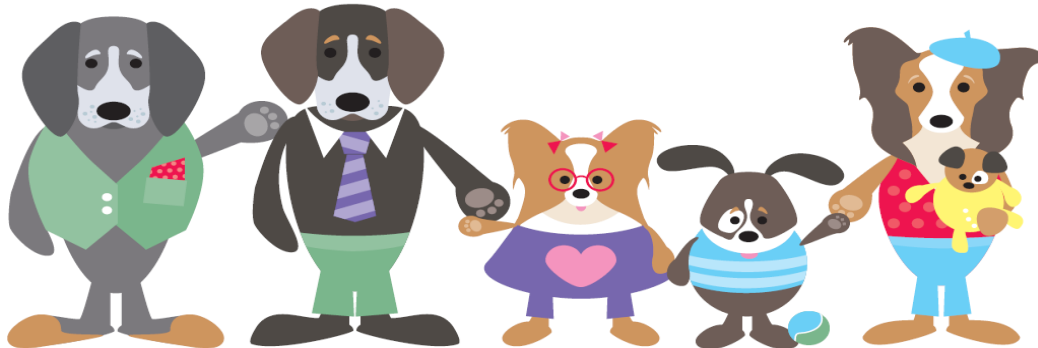
Swansea Early Years Strategy – Closing the Gap

Dr Nina S Williams CPHM /HCC

Belfast Healthy Cities Technology and Health
Seminar

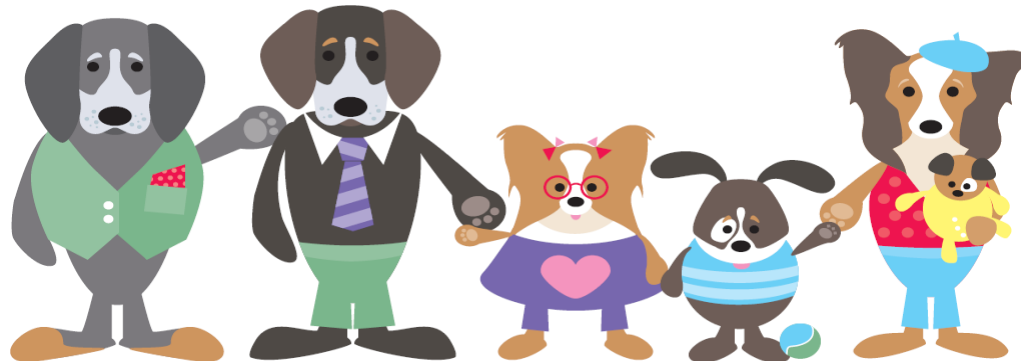
11/03/16

ABM Public Health Team, Public Health Wales



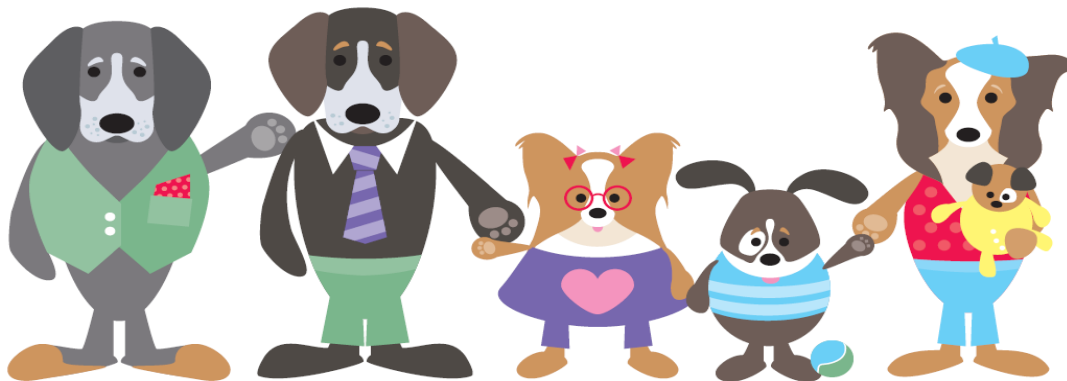
Background

- Two year partnership working with UCL Institute of Health Equity
- Local data : 75% of children at age 3 years have not achieved the expected developmental milestones
- Majority of these children live outside the targeted areas for the Welsh Government Early Years Scheme (“Flying Start”)



Purpose of the Strategy

- Unified vision of readiness in the Swansea Statement
- Detailed mapping of the services currently available and identify the gaps
- Develop an action plan to reduce the developmental gap in school readiness



Evidence

Improving Outcomes

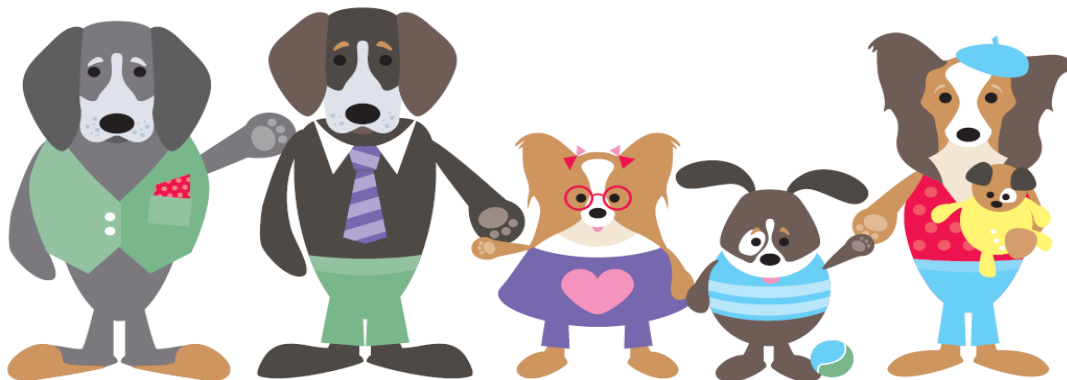
- Childrens' health and development
- Parenting
- Parents' lives

Fair Society, Healthier Lives: UCL

Conception to age 2: DoE, WAVE trust

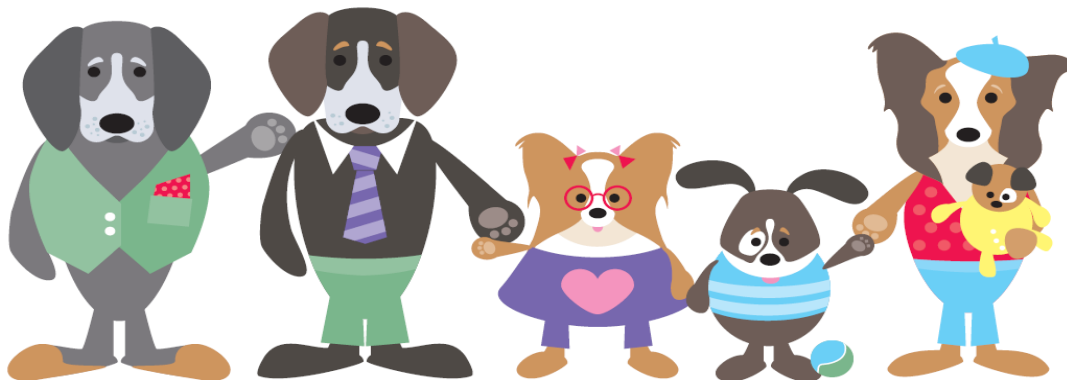
Best Practice

- Needs strategic vision
- Universal with targeted services, good quality pre-school
- Support families to engage
- Data drives improvement
- Raise early years professional aspirations



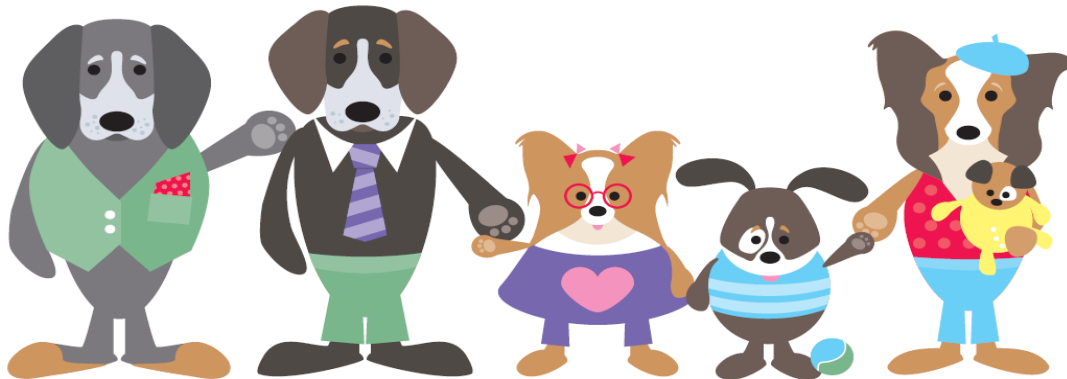
Case Study – Local Primary School

- **40 %+** of children at reception 4-5 years have limited means of speech
- **20%+** are still dependent on dummies and bottles
- **25-30%** of children are not toilet trained
- **48%** present with challenging behaviour linked to poor routines and boundaries



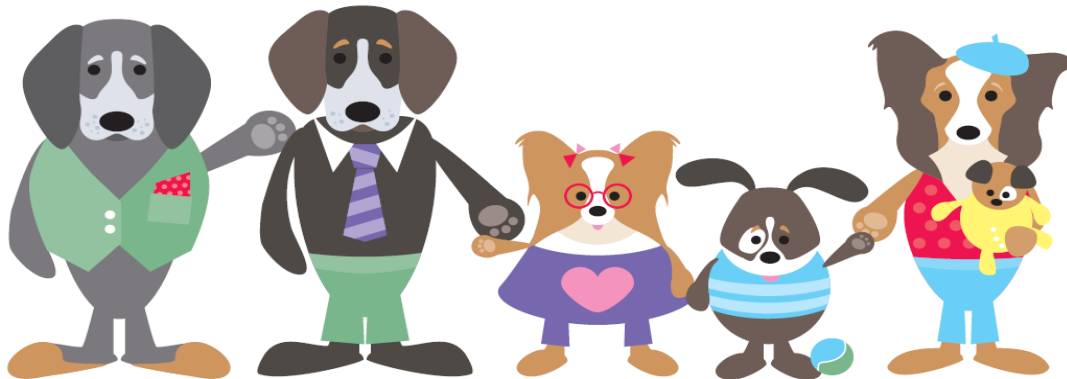
Case Study continued

- **84%** are not able to hold a pencil properly
- **80%** are unable to count to 5
- **36%** of children are unable to brush their teeth
- **84%** are not familiar with common nursery rhymes/stories



Impact

- Children in pain, in need of dental treatment including full mouth evacuations
- Poorly developed early mathematical skills in terms of shape/colour recognition or early counting skills
- Limited knowledge of books/stories/rhymes impacting on early reading development



Recommendations in the Strategy

- Ten Point Action Plan

Increase awareness of readiness

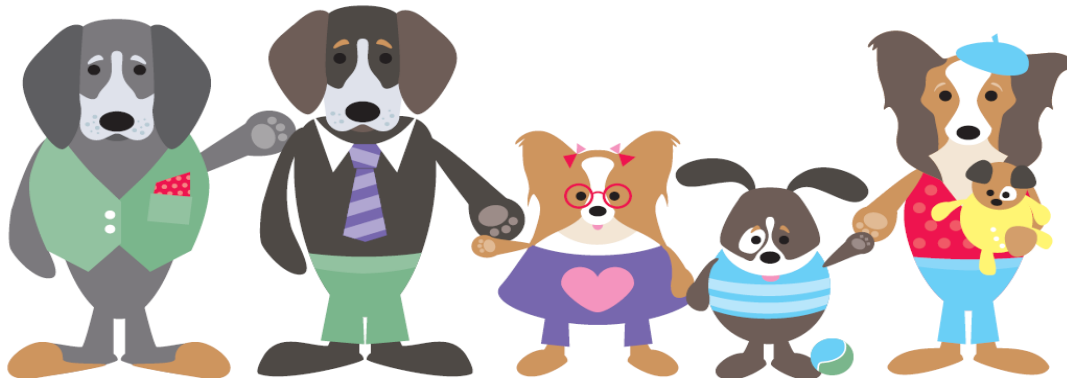
- Information for families - universal message by parents

Service Expansion

- Expand readiness for birth and pre-school services: “Teen Start”
- School outreach pilots

Assessment and signposting Data and Service quality

- Increased accessibility/outreach
- Training for staff
- Routine data collection and sharing
- Assessment of service quality (nursery and transition)



Draft Posters

Our children's experiences today will shape the adults they become tomorrow

P Playing with your child can support them to make friends and prepare for learning.

A Attending to your own and your child's health can help you both stay safe and healthy.

R Routines can help with your child's concentration and help them feel that their life is secure and stable.

E Enjoy talking, listening, singing and reading with your child. They will be more confident to do this in school.

N Nursery and groups can provide the opportunities to make new friends and learn in a fun and supportive environment.

T Time with other families is beneficial to you and your child. The quality of the time spent together is what counts.

S Sleep helps us remember new things we learn and gets us ready for more learning and fun.

The Jacks do it the Swansea Way
PARENTS

Time Play New Friends

Health

The Jacks do it the Swansea Way
PARENTS

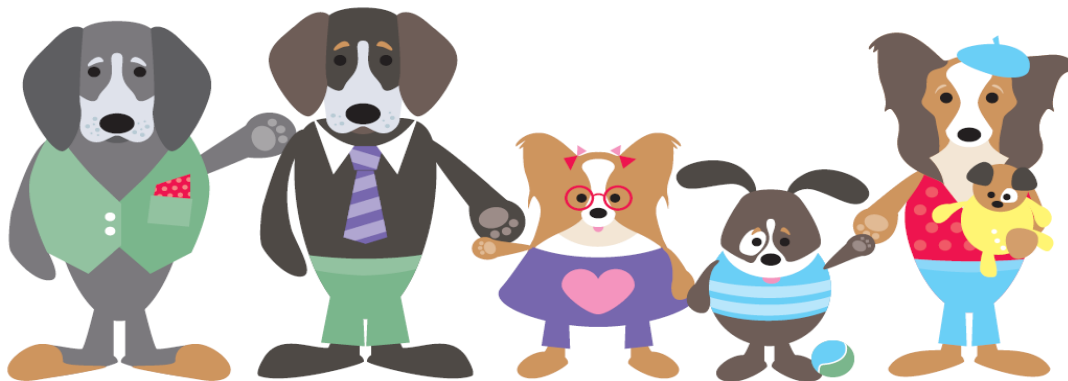
Swansea
Healthy City
Healthier Future



Abertawe
Dinas Iach
Dyfodol Iachach

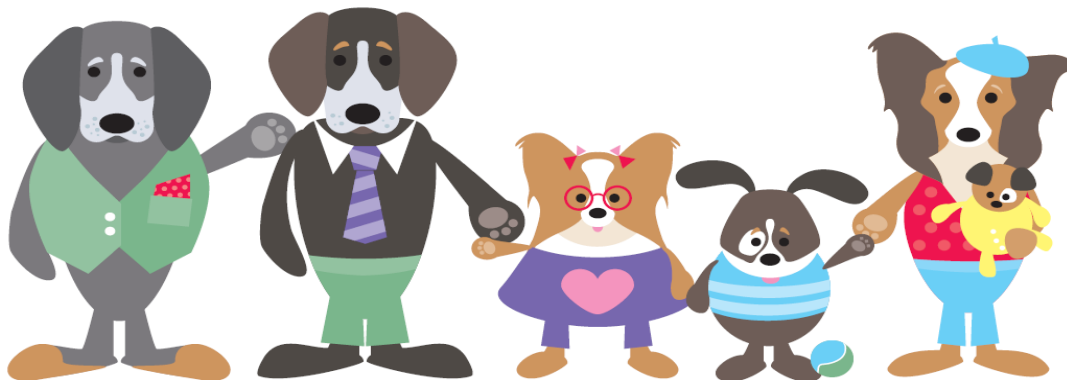
Innovation on a Shoe String: School Nursery Outreach Pilot

- Some children in nursery swipe mobile electronic devices but are not able to turn a page of a book or use a spoon or communicate beyond single words and phrases
- Home links: encourage activities to support early language and numeracy skills, independence including toileting; dressing; healthy eating and to develop engagement with parents and younger siblings
- Pre and post evaluation of the pilot



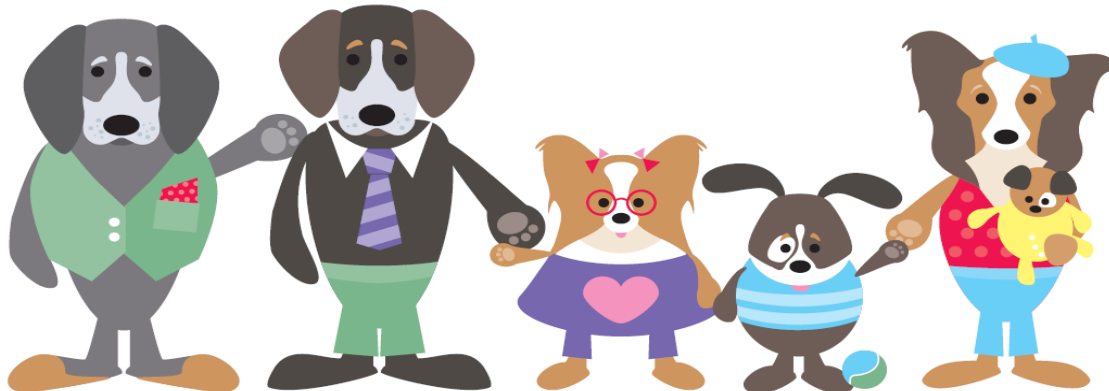
Progress

- Launch of marketing campaign April 2016
- Pilots underway using outreach and speech and language risk assessment
- Strategic link with Health Board CYP Commissioning Board to prioritise early years
 - play, parenting, communication, caring environment



Unintended Consequences?

- “..in terms of early development the inappropriate use of technology has had a massive detrimental impact on expected outcomes and is the cause of a widening gap not a narrowing of the gap..
- ..I see children with limited communication and social skills, poor physical development of motor skills, swiping pages of a book but unable to turn the pages etc.
- Technology is often used as a pacifier in the same way as a dummy to keep babies/children occupied at a huge expense to overall development. “ *Primary Head Teacher, Swansea*



Is this really **what** we want for our children?

- The First Media Viewing Stroller in the World
- Ideal for busy parents
- Suitable from birth to 2 -2.5 years

