



<b>Committee:</b>	<b>Health and Wellbeing Board</b>
<b>Date:</b>	<b>26 October 2023</b>
<b>Title:</b>	<b>First 1,001 Days Review</b>
<b>Report From:</b>	<b>Director of Public Health</b>

## **1. Summary**

### **2.1 Key messages for Board members**

The purpose of this report is to provide an overview of the recent review undertaken on the First 1,001 Days of a child's life, as it is experienced by Isle of Wight Children and Families.

This report seeks to:

- Introduce First 1,001 Days as a critical phase in a child's and therefore future adult's life.
- Explain why and how the review was undertaken.
- Describe the themes that emerged, and how they have been used to develop a framework for ensuring the support that is available on the Isle of Wight will give children the best start in life.

### **2.2 The First 1,001 Days**

The first 1001 days include pregnancy and the first two years of a child's life. There is clear, compelling evidence that this is a significant and influential phase in development.

- Brains are developing – shaped by their experiences and relationships.
- Relationships are formed – if these are secure and with a sensitive, nurturing adult, children will be ready to make friends and learn.
- Change is possible – acting early brings the greatest gains for the family and society as a whole.

What happens during this period lays the foundation for every child's future health, wellbeing, learning and earnings potential. It sets the groundwork for children developing emotional wellbeing, resilience and adaptability.

## 2.3 The First 1,001 Days Review

We looked at the evidence and listened to a range of views, including:

- Data indicators relating to pregnancy, birth and child development
- Review of national strategies and documents
- Review of what other local authorities are doing
- Local Maternity Neonatal System (LMNS) Equity Evaluation (survey of parents' experiences and in-depth conversations with new parents)
- Conversations with stakeholders (including within the Council – Children's Services - voluntary and community sector, ICB and NHS, Health Visiting service, maternity service, Local Children's Partnership)

Many of the early years' measures on the Isle of Wight compare favourably to the England average, however there are disparities within the IOW geography. For example, the percentage of low-birth-weight babies is lower than the England average at 8% but is 10% in Ventnor and Wroxall. A higher percentage of women smoke in early pregnancy in comparison to England (18.9% in 2018/19). Breastfeeding drops from 70% at first feed to 52% at 6-8 weeks (this figure fluctuates). The percentage of children achieving the expected level of development at age 2 on the IOW is above the England average. There is a wide range of data relating to childhood outcomes in The First 1001 Days which can be found in the report and here [JSNA Healthy Lives \(iow.gov.uk\)](https://www.iow.gov.uk/healthy-lives).

Consistent themes emerged from parents, partners, and other local authorities:

**Service design** - maintaining a balance between offering universal and targeted services, and the value of voluntary sector and peer support.

**Infrastructure** - partnership links are good but could be better, with data sharing cited as the main opportunity to strengthen this, as well as a shared culture and language between services, and a better understanding of roles and skill mixes.

**Parents and children** - focusing on the parent/carer and infant relationship, supporting parents/carers to be the very best they can be, offering consistency within that support and assuring all services are aligned to the value of the First 1,001 Days. A gap in support was identified during the early weeks and months with a new baby, in terms of support and community connections.

## 2.4 A First 1,001 Days Framework

Strategies and tactics that could address the challenges within these themes and maximise the opportunities that already exist also emerged:

**Relationships** - supporting the developing relationship between the infant and their carer, building the relationship between professionals and families from the start, with a focus on the issues that are most important to that

family, and strengthening the relationship between partners on IOW at all levels, via training, sharing approaches and building pathways of care.

**Co-production and involvement** - involving all parents, carers and wider family in the First 1,001 Days support, recognising and using the added value the voluntary sector brings, as well as peer support, including the voice of families in service design and improvement, and remembering that it takes a village to raise a child

We have combined this rich data with our existing evidence-based approach to early years provision, which uses seven high impact areas. High Impact Areas are areas of work that we know make a significant difference to long term child health outcomes, if we get it right. The current offer is being enhanced by the IOW Family Hubs programme.

- Supporting the transition to parenthood: family-based interventions are effective, an example of which locally is the [Solihull Approach](#), free online courses for parents, carers and relations.
- Supporting maternal and family mental health: the IOW Family Hubs programme has a strong focus on developing support for infant and maternal mental health.
- Supporting breastfeeding: Barnardo's offer [Breastfeeding support](#) on the IOW pre and post pregnancy.
- Supporting healthy weight, healthy nutrition: via the Health Visiting service
- Improving health literacy; reducing accidents and minor illnesses: via the Health Visiting Service.
- Supporting health, wellbeing and development; Ready to learn, narrowing the word gap: offered by the Health visiting service as well as [Barnardo's](#)
- Reducing rates of smoking in pregnancy: [specialist support](#) is available for anyone who is pregnant and smoking, including referral from maternity services.

## **2. Decisions, recommendations and any options**

3.1 The Health and Wellbeing Board is asked to:

Note the report, specifically the strategies, tactics, and principles for working as partners, which emerged during the review.

To raise awareness of the review with partners, and to encourage them to consider the First 1,001 Days in their organisation's work.

### **3.2 Relevant information**

#### **3.2.1 Family Hubs**

Family hubs are a place-based way of joining up locally in the planning and delivery of family services. They bring services and partners together to improve access, the connections between families, professionals, services, and providers, and put relationships at the heart of family support. Family hubs offer support to families from conception and two, and to those with

children of all ages, which is 0-19 or up to 25 for those with special educational needs and disabilities (SEND).

With 3-year funding from the national Family Hubs programme, up until March 2025, the existing family Centres have been developed into 3 main Family Hubs (Ryde, Newport and Sandown) along with smaller spokes. Family Hub branding has been co-created, along with a [single point of access](#) and a digital offer. There are core strands of work: parenting support, parent-infant relationships and perinatal mental health support, early language and home learning environment, infant feeding support, parent and carer panels, as well as a published Start for Life offer. There is also work beginning on cross-cutting themes such as smoking, drugs and alcohol, domestic abuse, healthy weight and physical activity.

### **3. Conclusions**

The First 1,001 Days is a critical time in a child's life. This review has sought to highlight its importance, to quantify and qualify how children and families on the Isle of Wight currently experience this time, and to lay the foundations for working in partnership to make it the best it can be. We now have the tactics and strategies we need to build on the support that already exists, engaging with families and as partners and sharing information and good practice.

The First 1,001 Days review fits well with the IOW Health and Wellbeing Board's Strategy ambitions for healthy places and healthy people; a secure and stable home is an essential building block for children and families, the mental health and wellbeing of parents and carers impacts attachment and bonding, and tackling poverty, in particular food poverty is essential for families.

### **4. Important considerations and implications**

5.1 Legal – no legal implications

5.2 Finance – no financial implications

#### **5.3 Performance information and benchmarking**

Indicators relating to pregnancy, birth and child development have been included within the report, including benchmarking against the England average where appropriate. These indicators are monitored by the Public Health team as and when updates are available nationally, and locally where they are included as part of a commissioned service.

#### **5.4 Equalities and Diversity**

An Equality Impact Assessment is not required in this instance (no policy or service is being reviewed with a view to making a change).

5.5 Future Proofing / Exit strategy – not required.

- 5.6 Health, social care, children's services and public health and other partners who may be affected by the report - Colleagues from health, social care, housing, children's services were involved in the review.
- 5.7 Key PIs that will be monitored and why – not required.

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