

## APPENDIX D Best Start Aligned Commissioning Intentions

**Outcome: To ensure the best start in life for all children in Staffordshire**

Core Purpose:	Commissioning Intentions (what are we going to commission):	Target Population:	Lead Commissioner:	Population Outcome Indicators:	Service Performance Indicators:
<p>1. Child development and school readiness – which includes:</p> <ul style="list-style-type: none"> <li>• Childcare</li> <li>• Early / Family Learning</li> </ul>	<p>Targeted early learning services, such as Stay &amp; Play, to promote the importance of the parent / carer as their child's first (and most important) educator and the particular importance of the home learning environment</p>	<p>Children aged 0-4 years living in the 0-30% most deprived Lower Super Output Areas (LSOAs) &amp; areas where children do not achieve a Good Level of Development (below the Staffordshire average at the end of the Early Years Foundation Stage).</p>	<p>Sharon Moore – County Commissioner for Families, SCC</p>	<p>% of children achieving a good Level of Development (EYFS)</p> <p>% of boys achieving a good Level of Development (EYFS)</p> <p>% of Free School Meal (FSM) children achieving a good Level of Development (EYFS)</p> <p>% of Looked After Children (LAC) achieving a good Level of Development (EYFS)</p> <p>% of children with Special Educational Needs (without a statement) achieving a Good Level of Development (EYFS)</p> <p>% of children with Special Educational Needs (with a statement) achieving a Good Level of Development (EYFS)</p>	<p>% of parents / carers who have an improved understanding of their child's development</p> <p>% of parents / carers who feel confident to support their child's learning</p> <p>% of parents / carers who report that they and their children participate in early learning within the home</p> <p>% of children making progress towards their expected levels of development according to their age (in accordance with the EYFS)</p>
<p>1. Child development and school readiness</p>	<p>Free childcare places for disadvantaged 2 year olds (Think2 Staffordshire's response to the national programme)</p>	<p>Eligible population - 36% of all 2 year olds in Staffordshire – 18% of those who meet the Free School Meals criteria and Looked After Children and 18% of families who earn less than £16,190</p>	<p>Sharon Moore – County Commissioner for Families, SCC</p>	<p>% of Free School Meal (FSM) children achieving a good Level of Development (EYFS)</p> <p>% of Looked After Children (LAC) achieving a good Level of Development (EYFS)</p> <p>% of children with Special Educational Needs (without a statement) achieving</p>	<p>The % of all eligible 2 year olds accessing their Think2 childcare place</p> <p>The % of FSM eligible 2 year olds accessing their Think2 childcare place</p> <p>% of children accessing Think2 childcare in Good or</p>

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		and who claim Working Tax Credits (low income families)		a Good Level of Development (EYFS)  % of children with Special Educational Needs (with a statement) achieving a Good Level of Development (EYFS)	Outstanding settings
1. Child development and school readiness	Free childcare places for all 3 & 4 year olds (national programme)	All 3 & 4 year olds	Sharon Moore – County Commissioner for Families, SCC	% of children achieving a good Level of Development (EYFS)  % of boys achieving a good Level of Development (EYFS)  % of Free School Meal (FSM) children achieving a good Level of Development (EYFS)  % of Looked After Children (LAC) achieving a good Level of Development (EYFS)  % of children with Special Educational Needs (without a statement) achieving a Good Level of Development (EYFS)  % of children with Special Educational Needs (with a statement) achieving a Good Level of Development (EYFS)	% of children accessing their free childcare place  % of FSM children accessing their free childcare place  % of LAC children accessing their free childcare place  % of FSM eligible children accessing 3 & 4 year old childcare in Good or Outstanding settings
1. Child development and school readiness	Information, advice, guidance and training to the PVI sector – including Think2 (S13 of Childcare Act 2006)	Targeted support at less than Good settings.  Targeted support at settings in the 0-30% most deprived areas and disadvantaged / vulnerable children.  Targeted support at	Sharon Moore – County Commissioner for Families, SCC	% of Good or Outstanding settings  % of disadvantaged / vulnerable children attending Good and Outstanding settings  % of settings that receive Good or Outstanding in their first Ofsted inspection  % of 'less than Good' settings that	% of settings showing an increased competence / confidence in supporting children's learning & development (EYFS)  % of settings who feel more confident in meeting the needs of disadvantaged / vulnerable children

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		<p>new settings.</p> <p>One universal support visit per year for all settings.</p> <p>Market management (including sustainability and place creation development).</p>		<p>gain Good or Outstanding in their next Ofsted inspection</p>	<p>% of settings showing 'Ofsted readiness' for their next inspection</p>
<p>2. Parenting aspirations, self esteem and parenting skills – which includes:</p> <ul style="list-style-type: none"> <li>• Parenting programmes</li> <li>• Family support</li> </ul>	<p>Tier 2 family support (including outreach and delivery in the home)</p>	<p>Families of 0-4 year olds (referrals)</p> <p>Targeted visits for families with under 2's in the 0-30% deprived LSOAs.</p>	<p>Sharon Moore – County Commissioner for Families</p>	<p>% of children achieving a good Level of Development (EYFS)</p> <p>Increase the % of eligible families taking up 2 year Early Education place (Think 2)</p> <p>% of children aged 0-4 years living in households in receipt of out of work benefits</p> <p>Rate of hospital admissions for under 5's</p> <p>Reducing the number of under 5's on a child Protection Plan (CPP) <i>(particularly those who are subject to a CCP due to neglect)</i></p> <p>Reducing the number of under 5's subject to a Children in Need Plan (CiN)</p>	<p>% of family outcome measures which show progress towards the families individual needs</p> <p>% of service users report they have achieved their individual goals at case closure</p> <p>% of service users report that they were satisfied with the service at case closure</p> <p>% of service users who report that they have accessed further support within a 12 months of case closure</p>
<p>2. Parenting aspirations, self esteem and parenting skills</p>	<p>Tier 3 family support (including outreach and delivery in the home)</p>	<p>Families of 0-4 year olds (referrals)</p>	<p>Sharon Moore – County Commissioner for Families</p>	<p>% of children achieving a good Level of Development (EYFS)</p> <p>% of children aged 0-4 years living in</p>	<p>% of family outcome measures which show progress towards the families individual needs</p>

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				<p>households in receipt of out of work benefits</p> <p>Rate of hospital admissions for under 5's</p> <p>Reducing the number of under 5's on a child Protection Plan (CPP) <i>(particularly those who are subject to a CCP due to neglect)</i></p> <p>Reducing the number of under 5's becoming Looked After (LAC)</p>	<p>% of service users report they have achieved their individual goals at case closure</p> <p>% of service users report that they were satisfied with the service at case closure</p> <p>% of service users who report that they have accessed further support within a 12 months of case closure</p> <p>% of children who go onto a Child Protection Plan</p>
<p>2. Child and family health and life chances – which includes:</p> <ul style="list-style-type: none"> <li>Adults accessing courses that improve their literacy, numeracy or language skills</li> <li>Adults accessing courses that improve their chances of employment</li> <li>The development of healthy lifestyles for target children</li> </ul>	<p>Short courses countywide, which aim to enable adults and children to learn together and/or to enable adults to learn how to support their children's learning, to improve parenting skills, to develop parents'/carers' knowledge and skills in relation to healthy lifestyles and safety e.g. Paediatric First Aid, Home Safety, E-Safety etc. Short courses which aim to improve learner confidence and willingness to engage in learning and / or acquire skills to prepare learners</p>	<p>Hard to reach unemployed adults below Level 2, who want to increase their chances of employment but who are not yet ready to enrol on an accredited course.</p> <p>Children under the age of 16 living in deprived areas.</p>	<p>Anthony Baines, County Commissioner for Skills and Employability</p> <p>Teresa McKenna, Senior Manager Adult &amp; Community Learning</p>	<p>% of children aged 0-4 years living in households in receipt of out of work benefits</p> <p>Finding part-time or full-time work, volunteering and/or engaging in further learning</p> <p>To equip families to thrive to improve their English, Maths and language skills of adults</p> <p>To develop the skills or knowledge of both the adult and child participants</p> <p>To help adults to be more active in the support of their children's learning and development and to understand the impact of that support</p> <p>To develop the confidence and skills needed to engage in further learning,</p>	<p>% of parents / carers who have an improved understanding of their child's educational development</p> <p>% of parents / carers who feel confident to support their child's learning</p> <p>% of parents / carers who report that they and their children participate in learning within the home</p> <p>% of parents / carers who report improved relationships with their child/ren</p> <p>% learner satisfaction</p> <p>Case studies / feedback from schools on impact of provision</p>

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<p>and their families</p> <ul style="list-style-type: none"> <li>parents' understanding of their responsibilities for their children's safety and well-being</li> </ul>	<p>for employment, further learning and / or volunteering.</p>			<p>volunteering or work</p>	<p>Overall percentage of new learners attending Wider Family Learning (WFL) programmes to be a minimum of 65%</p> <p>Overall percentage of new learners attending Family, English, Maths and Language (FEML) programmes to be a minimum of 50%</p>
<p>2. Child and family health and life chances</p>	<p>Maternity services including maternal mental health</p> <p>Services for the treatment of acute illness in children</p> <p>Integrated care pathway for emotional health &amp; wellbeing including parenting programmes</p> <p>Healthcare services for children with complex health needs / long-term conditions</p> <p>Support for Looked after children (LAC), children requiring safeguarding and children in need</p>	<p>Parents-to-be, children aged 0-4 and families</p>	<p>Anna Hammond, Clinical Commissioning Group (CCG) Lead (South)</p> <p>Denise Tolson, County Commissioner for Children's Care, SCC</p> <p>Marcus Warnes, Clinical Commissioning Group (CCG) Lead (North)</p> <p>(North Staffordshire CCG and the integrated children's commissioning</p>	<p>Breastfeeding initiation rates</p> <p>Smoking during pregnancy</p> <p>Infant mortality</p> <p>Low birth weight</p> <p>Rate of unplanned hospital admissions for under 5's</p> <p>Accident &amp; emergency attendance rates for under 5's</p> <p>Rate of unplanned admissions for asthma, diabetes and epilepsy</p> <p>Emergency admissions for children with lower respiratory tract infections</p>	<p>Breastfeeding initiation rates</p> <p>Stop smoking rates during pregnancy</p> <p>Number of children accessing tier 2 and tier 3 emotional health &amp; wellbeing services</p> <p>Number of looked after children</p> <p>Number of children subject to a safeguarding plan</p> <p>Placement stability for looked after children</p> <p>Health assessments for looked after children</p> <p>Numbers of adopted children</p> <p>Immunisation rates of looked after children</p>

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			team (South Staffordshire CCGs and SCC))		Personal health budgets
2. Child and family health and life chances	<p>Health Visitor and Family Nurse Partnership (FNP) programme (from October 2015)</p> <p>New behaviour change service currently out to tender that will support weight management, stop smoking support and brief interventions for reducing alcohol levels</p> <p>8 x locality based prevention programmes including community nutrition and physical activity</p> <p>All Vaccination and Screening Programmes 0-19 years in line with National Screening Committee-commissioned by NHS England and Public Health England</p> <p>National Flu programme</p>	<p>All children from antenatal up to 5 years</p> <p>Adults (including pregnant women) and childhood weight management support (2-19 years)</p> <p>These are all age programmes and whilst not specific or targeted to 0-5's may include this age</p>	<p>Liann Brookes-Smith, Health Consultant</p> <p>Natalie Kelly, Children's Commissioner for Public Health</p> <p>Tilly Flanagan, Strategic Commissioning Lead, Health Improvement</p> <p>Nicola Day, Public Health Commissioning Lead: Physical Activity and Nutrition</p> <p>Mike Calverley, Denise Vittorino, Jon Topham, Locality Public Health Commissioning Leads</p>	<p>This is currently being decided in a joint specification with NHS England</p> <p>Outcomes include: 6 High Impact Areas:</p> <ul style="list-style-type: none"> <li>• Transition to parenthood and the early weeks</li> <li>• Maternal mental health (perinatal depression)</li> <li>• Breastfeeding (initiation and duration)</li> <li>• Healthy weight, healthy nutrition and physical activity</li> <li>• Managing minor illness and reducing hospital attendance and admission</li> <li>• Health, wellbeing and development of the child age 2 – 2.5 year old review (integrated review) and support to be 'ready for school'.</li> </ul> <p>Public Health Outcomes:</p> <ul style="list-style-type: none"> <li>• Improving life expectancy and</li> </ul>	<p>This is currently being decided in a joint specification with NHS England</p> <p>The number and percentage of pregnant clients who have reduced their number of lifestyle risk factors from when they started with the Healthy Lifestyles Service e.g. lost weight, stopped smoking, reduced alcohol consumption</p> <p>Number of pregnant clients that successfully stop smoking 4 weeks after setting a quit date</p> <p>Number of clients that successfully stop smoking 12 weeks after setting a quit date (or at delivery for pregnant clients, whichever is further from the quite date_</p> <p>Number of clients that successfully stop smoking 12 months after setting a quit date</p> <p>Number and percentage of</p>

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	<p>for all children and young people in 15/16 (NHS England)</p> <p>Child Health System—health intelligence commissioned by NHS England</p>			<p>healthy life expectancy;</p> <ul style="list-style-type: none"> <li>• Reducing infant mortality;</li> <li>• Reducing low birth weight of term babies;</li> <li>• Reducing smoking at delivery;</li> <li>• Improving breastfeeding initiation;</li> <li>• Increasing breastfeeding prevalence at 6-8 weeks;</li> <li>• Improving child development at 2-2.5 years;</li> <li>• Reducing the number of children in poverty;</li> <li>• Improving school readiness;</li> <li>• Reducing under 18 conceptions;</li> <li>• Reducing excess weight in 4-5 and 10-11 year olds;</li> <li>• Reducing hospital admissions caused by unintentional and deliberate injuries in children and young people aged 0-14;</li> <li>• Improving population vaccination coverage;</li> <li>• Disease prevention through screening and immunisation</li> </ul>	<p>clients (0-19s) completing their intervention who maintain (or reduce) their baseline BMI (adjusted for age and gender)</p> <p>Decrease in sedentary behaviour</p> <p>Increased use of green spaces for activities related to physical activity and health</p> <p>Improved knowledge of a healthy, balanced and varied diet</p> <p>Improved skills and confidence of how to prepare and cook healthy and nutritious meals / snacks</p> <p>Improved skills and confidence of how to menu plan and budget for healthy and nutritious meals</p>
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				<p>programmes;</p> <ul style="list-style-type: none"> <li>• Reducing tooth decay in children aged 5.</li> </ul> <p>Family Nurse Partnership:</p> <ul style="list-style-type: none"> <li>• Reduction in second pregnancies for first time teenage parents             <ul style="list-style-type: none"> <li>○ Improving pregnancy outcomes,</li> <li>○ Improving child health and development (including future school readiness and achievement) in line with the Healthy Child programme.</li> <li>○ Improving parents' economic self-sufficiency.</li> </ul> </li> </ul> <ul style="list-style-type: none"> <li>• Improvements in women's antenatal health</li> <li>• Reductions in children's injuries</li> <li>• Fewer subsequent pregnancies</li> <li>• Greater intervals between births</li> <li>• Increases in fathers' involvement</li> <li>• Increases in employment</li> <li>• Reductions in welfare</li> </ul>	
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				<p>dependency</p> <ul style="list-style-type: none"> <li>• Reduced substance use initiation and later problems</li> <li>• Improvements in school readiness</li> </ul> <p>Screening programmes (as above and):</p> <p>Reducing anomalies</p> <p>Reducing cancer (i.e. HPV)</p> <p>Reducing harm</p> <p>% of children who are overweight or obese at the end of reception</p> <p>% of children with a healthy weight</p> <p>% of children who are physically active</p> <p>Increase in frequency / intensity of physical activity of the child to meet 180 minutes per day target</p> <p>Rate of hospital admissions for under 5's</p>	
2. Child and family health and life chances	Specialist interventions (and associated liaison/referral mechanisms with other agencies – which comprise the Hidden Harm strategy) are being implemented within adult drug/alcohol treatment service to	Families affected by or at risk of being affected by substance misuse	Tony Bullock, Integrated Commissioner for Alcohol and Drugs	Number of children 'at risk' where drug/alcohol use is a contributory factor	<p>Number of parents commencing and completing specialist family initiatives.</p> <p>Number of clients whose children are deemed at risk.</p>

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	work with parents and their children – to both reduce parental drug/alcohol use and mitigate the impact of this on their children				
2. Child and family health and life chances	<p>Prevention, early, targeted and specialist interventions for victims, perpetrators and any children impacted upon by domestic abuse. The redesigned service delivery model will also consider how to improve the journey of victims and witnesses through the court process.</p> <p>The approach to the redesign of the domestic abuse service delivery model intends to maximise opportunities to build upon other areas of work that are being developed or are already underway (eg the inclusion of domestic abuse as a selection criterion for Phase 2 of the Building Resilient Families and Communities Programme.</p>	People at risk of, or suffering from, domestic abuse and their children.	Pat Merrick, Safer Communities Commissioner	New service specification will apply from 1/4/16. Service specification and outcomes to be agreed following internal and external consultation with other commissioners and partners during 2015. Outcomes will link to County Council's strategic outcomes and Police and Crime Commissioner's priorities.	New service specification will apply from 1/4/16. Performance indicators to be agreed following internal and external consultation with other commissioners and partners during 2015. Indicators will link to County Council's strategic outcomes and Police and Crime Commissioner's priorities.
3. Integrated Offer	District early years coordination service:	Key stakeholders working across the	Sharon Moore – County	% of children achieving a good Level of Development (EYFS)	The Children's Centre / early years offer inspection by

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	<p>This service will coordinate the early years offer locally by;</p> <ul style="list-style-type: none"> <li>• Ensuring good IAG is available for parents/carers and key stakeholders.</li> <li>• Provide a leadership function within the districts / borough's</li> <li>• Providing the day to day running of the designated Children's Centre sites.</li> <li>• Ensuring local early years offer is governed and performance across the partners is supported and challenged effectively.</li> </ul>	<p>early years sector including but not limited to Heath Visitors, Midwifery, Families First, PVI childcare settings.</p> <p>Parents / carers</p>	<p>Commissioner for Families, SCC</p>	<p>Increase the % of eligible families taking up 2 year Early Education place (Think 2)</p> <p>Increase the % of eligible families taking up Nursery Education Grant</p>	<p>Ofsted is graded Good or Outstanding. (this is a shared indicator and all partners will contribute towards this).</p> <p>Data shows that the cluster is engaging with a good proportion (51% to 64% is deemed Good, 65% or above is deemed Outstanding) of the families in its reach / catchment area, particularly from target groups (generated by inputting into a data management system).</p> <p>An analysis of service delivery shows that there is a range of services in place that meet the identified needs of families in the area.</p> <p>All health &amp; safety procedures are followed and documentation is in place to ensure that the staff and public are safe within children's Centre venues,</p> <p>Parents / carers and stakeholders report that they access good or excellent IAG in relation to Early Years.</p> <p>75% parents / carers report satisfaction with children's Centre services</p>
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					80% of parents / carers involved in providing feedback (e.g. parent forums, comments and complaints) report that they feel their views were listened to and that they received feedback on any improvements they suggested.
4. Information, advice and guidance	<p>Staffordshire Market Place- a transactional marketplace for parents to search and buy services, support and activities.</p> <p>To strengthen the Family Information Service – telephony &amp; brokerage</p> <p>To improve Staffordshire cares website to provide better information in respect of parenting</p> <p>Development of carer hubs for information, advice and guidance</p> <p>Advocacy for vulnerable children and young people</p>	These are all age programmes and include the carers and parents of the 0-5 population	<p>Nichola Glover-Edge County Commissioner Inclusion and Wellbeing</p> <p>Emily Skeet Commissioning Manager Inclusion and Wellbeing</p> <p>Eve Wilson Commissioning Officer Inclusion and Wellbeing</p> <p>Shelly Brough Commissioning Manager – Carers and Wellbeing</p> <p>Tilly Flanagan, Strategic Commissioning</p>	<p>% population receiving trusted quality information advice and guidance</p> <p>Support clients to access to self-help and preventative opportunities to assume a personal responsibility for their lifestyle change(s)</p> <p>Improved access to lifestyle support to meet single or multiple needs or clients with both single and multiple lifestyle risk factors</p> <p>Reduced lifestyle risk taking behaviours (including alcohol consumption and smoking)</p> <p>A reduction in lifestyle risks e.g. weight, co-morbidities</p> <p>Improvements in lifestyle behaviour (including improvements in the quality of the diet consumed and physical activity undertaken)</p> <p>Improved perception of health and wellbeing</p>	<p>Increased usage of information advice and guidance</p> <p>% population undertaking self help to deal with issues.</p> <p>% population accessing good or outstanding early years provision through choice</p> <p>% reduction of referrals into the public sector</p> <p>% children and young people to have their voice heard.</p> <p>% population increase in people managing finances</p> <p>% population given IAG to be healthy and well</p> <p>% population to be safe</p> <p>Number and percentage of referrals received into the Healthy Lifestyles services</p>

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	<p>Debt benefit and consumer advice</p> <p>Social Media- proactive pushing of information , advice and guidance</p> <p>Development of Lifestyle Hub</p>		<p>Lead, Health Improvement</p> <p>Emily Skeet, Commissioning Manager, Community Wellbeing</p>		<p>(broken down by sources of referral, gender, age, postcode, ethnicity, employment status etc.)</p> <p>The number and percentage of clients who have reduced their number of lifestyle risk factors from when they started with the Healthy Lifestyles Services e.g. lost weight, stopped smoking, reduced alcohol consumption</p>
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