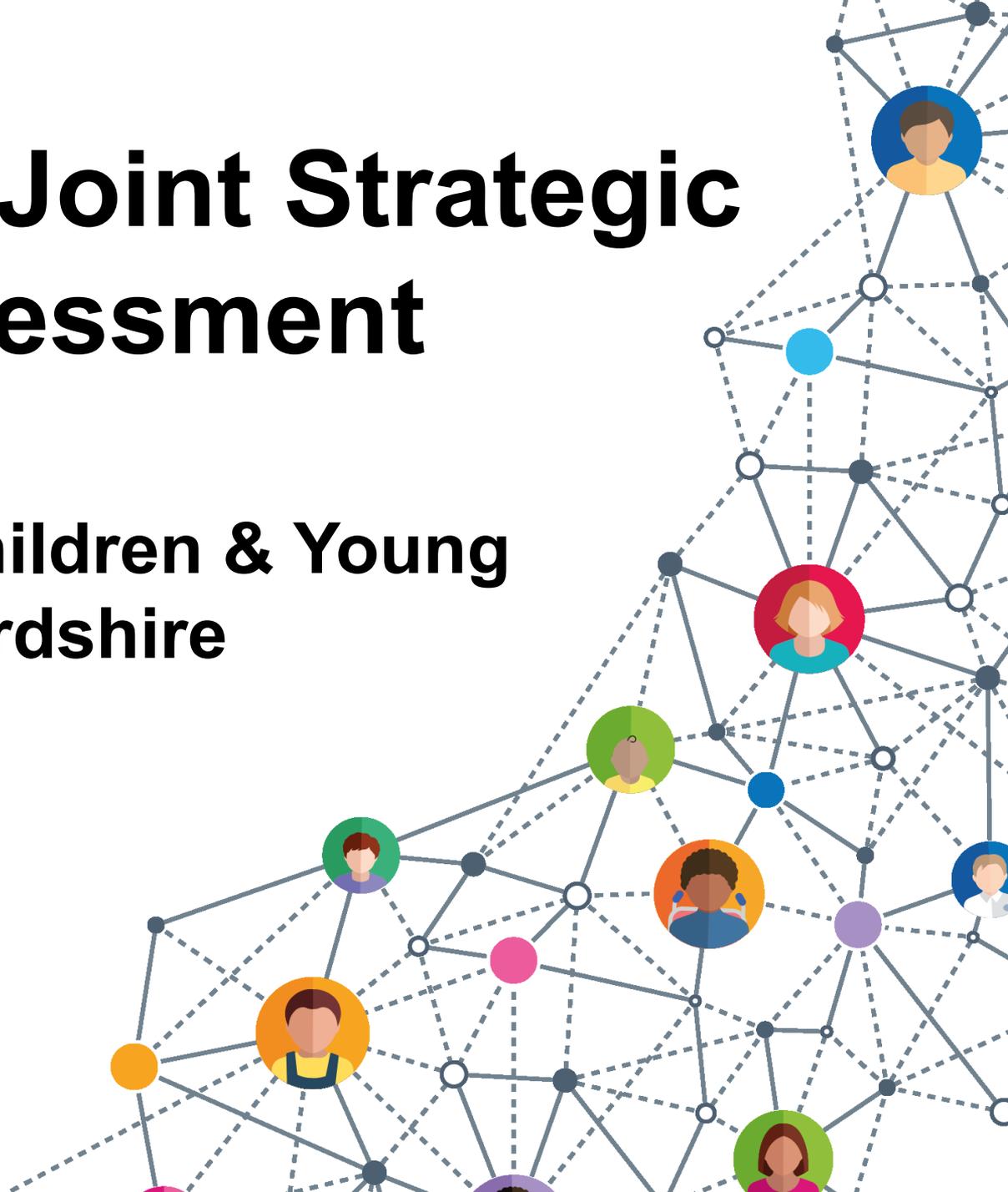


Children's Joint Strategic Needs Assessment

The Needs of Children & Young People in Staffordshire



Our goal is to make Staffordshire one of the best places for children, young people and families to live and grow up



Aims

- A strategic assessment of population needs to create a shared evidence base.
- Highlight positive children's outcomes, identify areas for improvement.
- Reporting to focus on key issues affecting children and families, as identified from the data.
- Insight to help improve outcomes for families, as part of strategy, commissioning and place based working.
- To be used alongside professional knowledge and other local intelligence.



Approach to Analysis

- Analysis of 50+ core measures from key performance frameworks - covers a range of sources and thematic areas.
- Supplementary analysis beyond the core measures to understand key variations and areas of greatest need.
- Supported with resident voice intelligence where appropriate, previous research findings and some commissioning data.
- Delivered in collaboration - shared expertise of Insight and IPET.



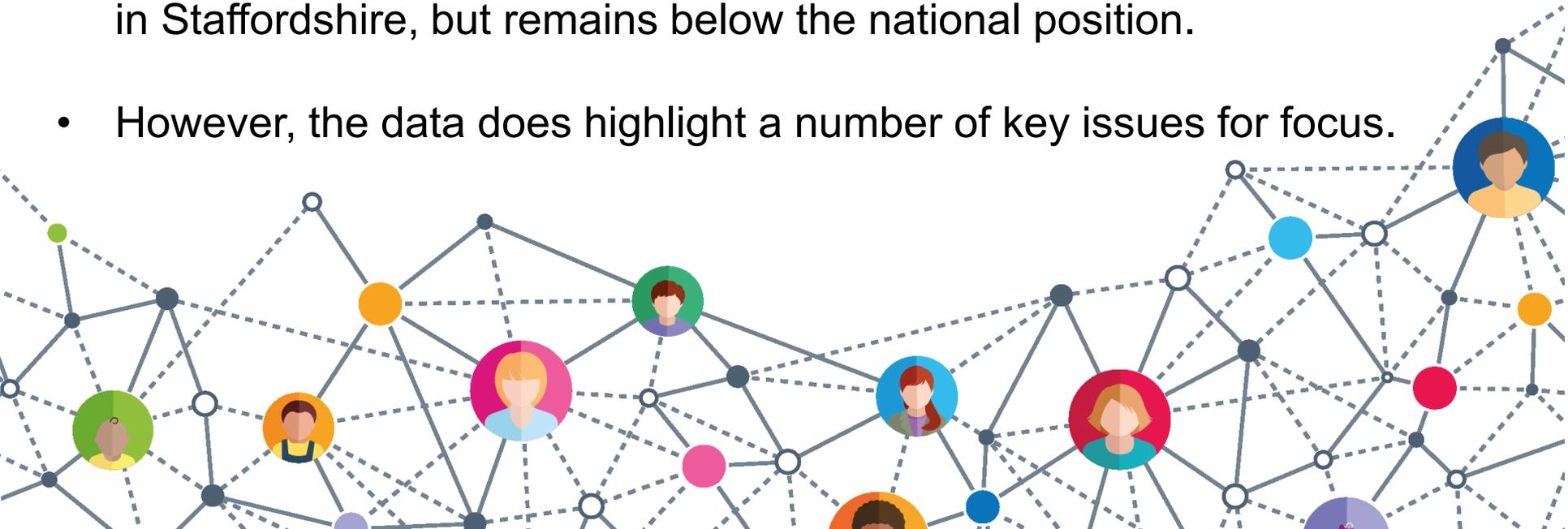
Staffordshire's Strengths

- **Place based working** – evidence driven approach to partners setting local priorities. Troubled Families Earned Autonomy funding aligned to priorities ensuring improved outcomes for children and families.
- **Restorative Practice Model** - strengths-based approach that will change culture and practice, enabling children to achieve their best outcomes.
- **SEND locality hubs** - a joint approach to addressing children's needs at the earliest opportunity, reducing the need for EHCPs.
- **Single front door for referrals** – effective and streamlined process that enables families in need to access a range of services, in a timely way.
- **Community Managed Libraries** – opportunities to evolve into community help points that promote self support among families.



An Improving Picture

- There are a number of areas where results have either remained stable or are improving, and performance is better than national. For example:
 - Early Years 'Good Level of Development'
 - Immunisations
 - Hospital Admissions due to Injuries
- Breast feeding prevalence (6-8 weeks) represents an improving picture in Staffordshire, but remains below the national position.
- However, the data does highlight a number of key issues for focus.



Key Issues



- **Infant Mortality** – general upward trend with levels above national and highest of similar authorities.
- **Childhood Weight** – excess weight (including obesity) for reception aged children continues to be an issue; worse than national in two districts and not improving.
- **Mental Health and Emotional Wellbeing** – impacts on a large number of C&YP and cited as one of their key concerns.



- **Child Criminal Exploitation** – increasing presence in children’s social care assessments - small numbers but particularly harmful.
- **Domestic Abuse** – increasing levels of domestic abuse; a known risk factor for families needing support from children’s social care.
- **Increasing Demand** – demand on services, such as children’s social care and SEND, is increasing significantly.



- **Pupil Absence & Exclusions** – absence rates increased and, although exclusions remain stable, performance against similar authorities is poor. Both are associated with poorer outcomes and use of social care services.
- **Key Stage 4 Attainment** – poor performance by the end of secondary school; improving education and skills is vital to achieving our economic ambitions and giving C&YP the best start for their future working lives.

Recommendations

- **Target resources** – focus on key issues, especially our most vulnerable children and families. Working to ensure earliest help to avoid escalation and improve overall health and wellbeing.
- **Increased knowledge & insight** - Continue to gain a better understanding of the drivers of demand, associated risk factors and needs of vulnerable children and families to reduce demand.
- **Local working** – take a community first approach as part of place based working, connecting families to community solutions so they become more resilient.
- **Shared ways of working** – continue to strengthen the partnership and support the most vulnerable families, and tackle inequalities to have greatest impact.
- **CYP Voice** – a more unified approach to drawing together C&YP voices into a single robust evidence base that helps ensure we can routinely embed the voice of C&YP in everything we do.

Detailed Evidence Base





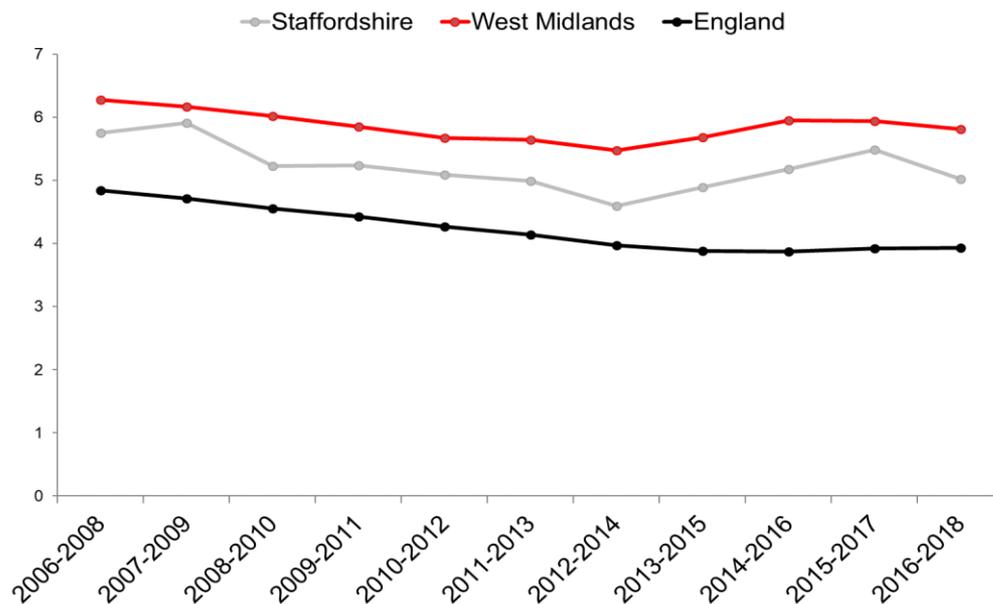
Happy and Healthy



Infant Mortality

- A key indicator of the general health of the population; tackling associated risk factors will be key to addressing this issue.
- Rising Infant Mortality – 121 infant deaths (2012-14) to 141 at its highest (2015-17); statistically higher than national and the highest rate of 15 statistical neighbours.
- Staffordshire would need 10 less infant deaths per year to meet the national average.
- Half of infant deaths in Staffordshire are in the top two most deprived quintiles.
- Tamworth and East Staffordshire have the highest rates - 5th and 6th worst areas in England respectively*.

Infant Mortality Trend, Rate per 1,000 live births



*please note small numbers at district level.

Tacking Infant Mortality – Risk Factors

- Key risk factors in Staffordshire - smoking during pregnancy and access to early infant healthcare checks. Work is underway to understand access issues – likely to be a combination of recording practice and people not attending.

13%

of mothers
smoke during
pregnancy

1 in 13

Babies born with
low birthweight

1 in 3

Mums do not
start
breastfeeding

1 in 5

New birth visits
not completed
within 14 days

2 in 100

conceptions in
girls aged 15-17

53%

of pregnant women
in Staffordshire do
not get a flu
vaccine

2 in 3

Mums not
breastfeeding
at 6-8 weeks

1 in 5

Did not receive a
6-8 week review

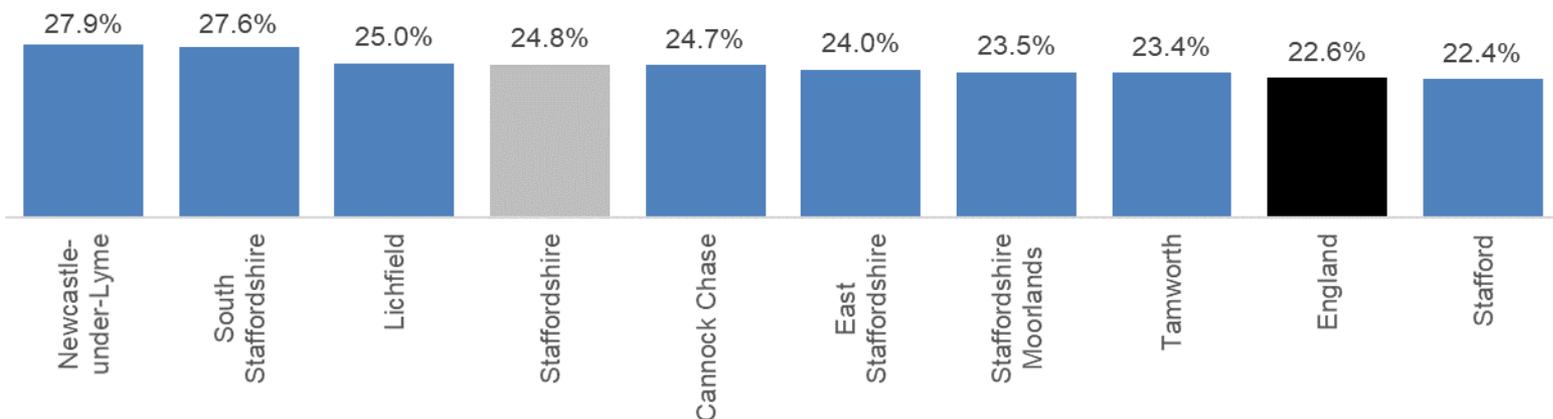
Key - Statistical difference to National:
Better, Similar, Worse.

- More information available in Health and Care JSNA.

Excess Weight - Reception

- Tackling excess weight, a risk factor for wider health conditions and an issue that impacts on acute services, is key to improving population health.
- Excess weight (including obesity) for reception is stable, however performance is worse than national (2018/19), with an additional 190 (8.9%) children required to be a healthy weight to meet the national average.
- Excess weight continues to be an ongoing issue - 6 out of 7 years' Staffordshire performs worse than national. However, looking at 'matched cohorts' the future direction of travel suggests by year 6 results will be similar to national.
- Levels of excess weight in Newcastle and South Staffordshire have remained stable, but are statistically worse than national.

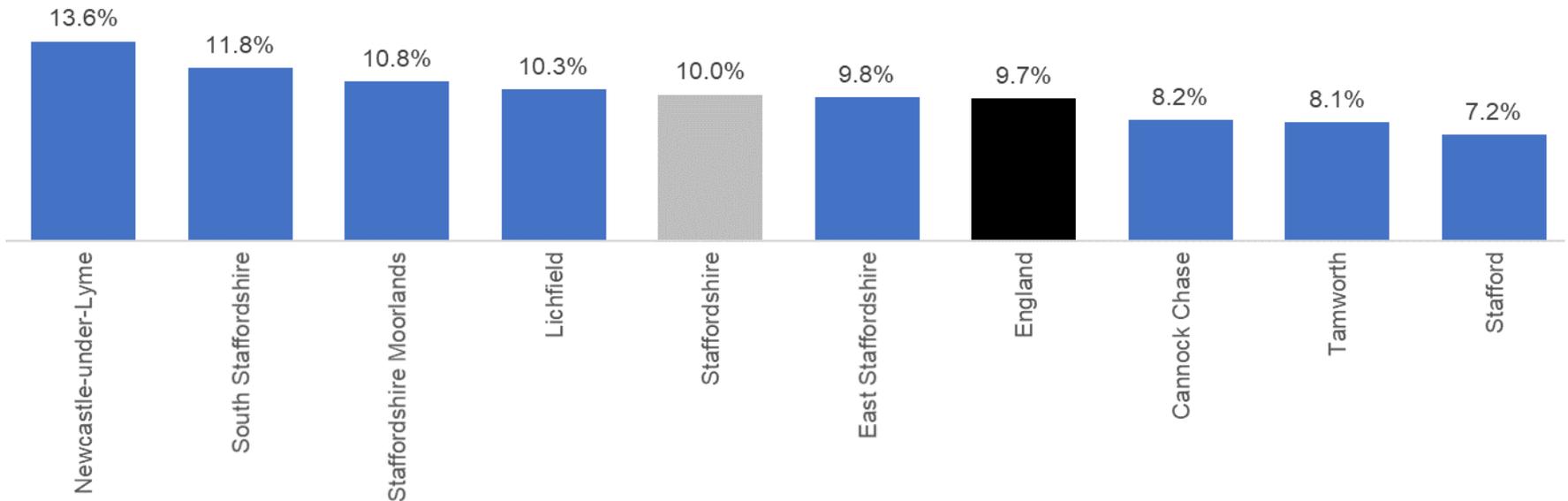
Excess Weight (Reception): 2018/19



Obesity - Reception

- Slight improvement in reception aged obesity, which is now in line with national and stable. However, almost 10% of children still remain obese (25% overweight or obese).
- Similar to excess weight, South Staffordshire and Newcastle remain key areas of focus.
- In **Newcastle** obesity has steadily risen from 7.4% (2014/15) to 13.6% (2018/19) and is the **third worst area** in the country.

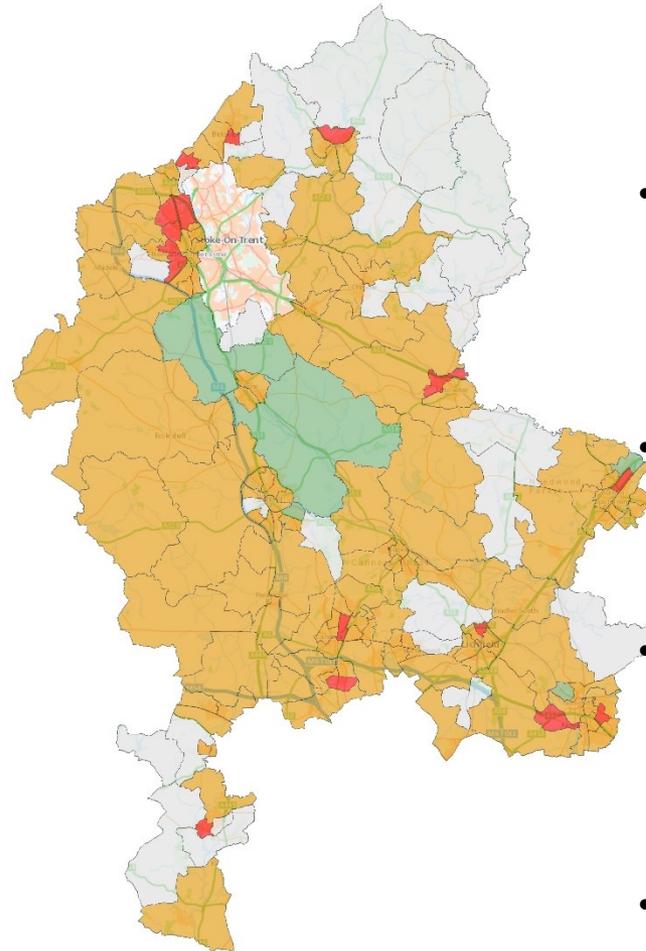
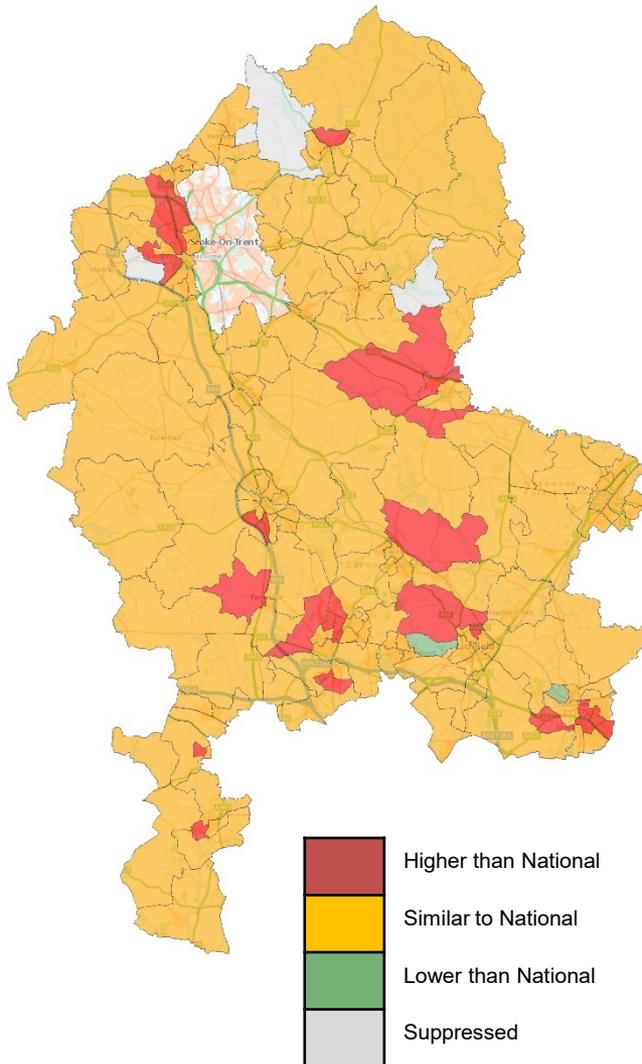
Obesity (Reception): 2018/19



Reception Weight - Areas of Focus

Excess Weight Reception
2016/17 – 2018/19

Obesity Reception
2016/17 – 2018/19

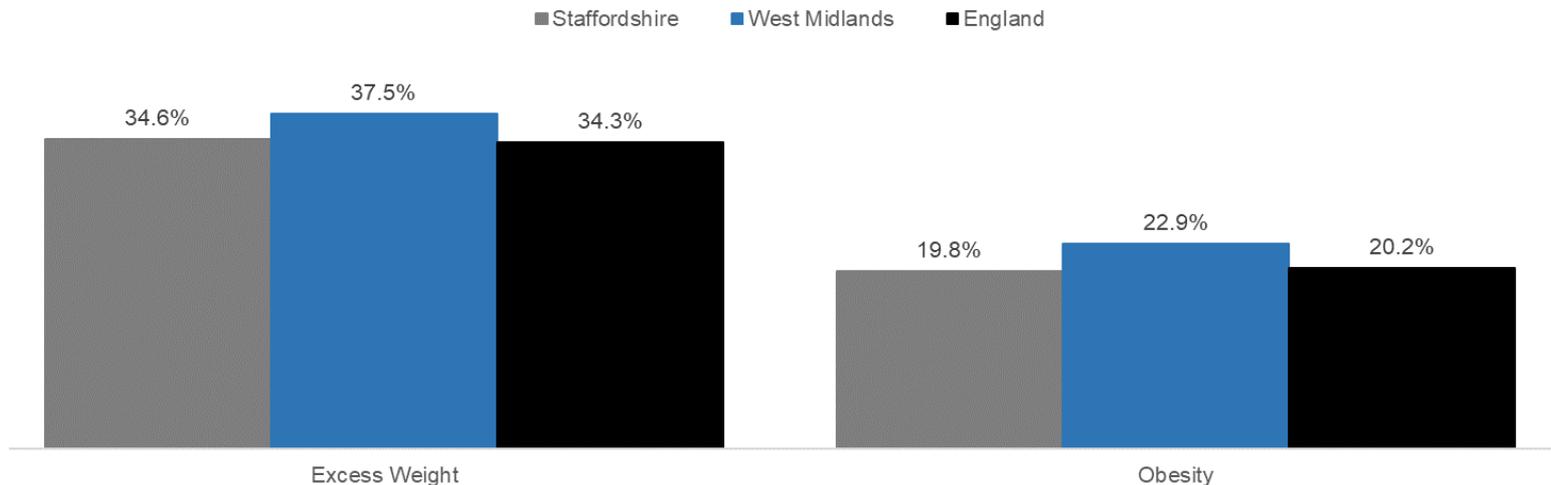


- 29 wards have higher levels of Excess Weight, with each district having at least one affected ward.
- 16 wards have higher levels of Obesity, with each district, except Stafford, having at least one ward affected.
- 12 wards have both Excess Weight and Obesity levels higher than national.
- Three quarters of wards with high rates of obesity also have high rates of deprivation.
- Mercian is the only ward with high deprivation, but a lower than national obesity rate.

Improvements by Year 6...

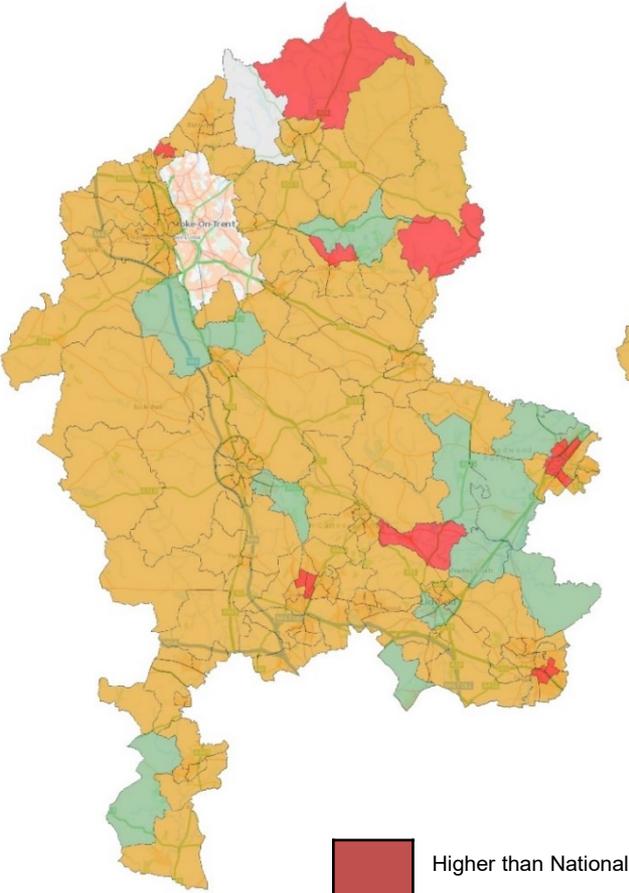
- In 2018/19, 20% of Staffordshire year 6 pupils are obese and 35% overweight or obese; similar to the national average and stable. Looking at this same cohort in reception, excess weight was worse than national, showing an improvement between reception and year 6.
- Excess weight in all districts is similar to national (2018/19); whereas in 2017/18 Lichfield was lower than national and Newcastle and Tamworth higher.
- For obesity, all districts are similar to national except for South Staffordshire, which is lower than national. This is in contrast to reception aged children, where South Staffordshire had the highest levels.

Excess Weight and Obesity (6 year olds): 2018/19

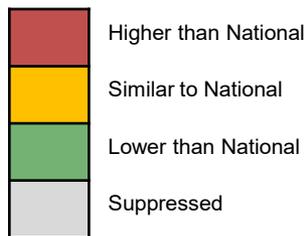
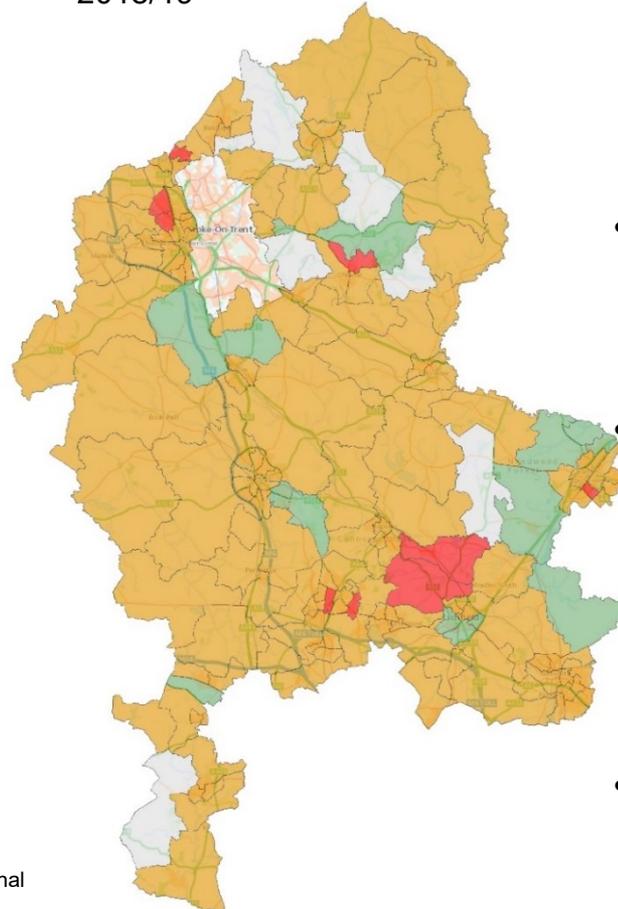


Year 6 Weight – Areas of Focus

Excess Weight Year 6
2016/17 – 2018/19



Obesity Year 6 2016/17 –
2018/19



- 13 wards have a higher prevalence of Excess Weight than national. All districts except South Staffs and Stafford have at least one ward affected.
- 9 wards have a higher prevalence of Obesity than national.
- 5 wards have both Excess Weight and Obesity levels higher than national:
Cannock East, Anglesey, Kidgrove, Cheadle North East and Armitage with Handsacre.
- Areas of concern are different to those reported at reception - 70% of wards with high excess weight, do not have high levels at reception. This is also true for obesity.

Mental Health & Emotional Wellbeing

- The voice of C&YP locally rate mental health as one of their top concerns.
- Around half of adults with mental health issues develop symptoms before the age of 14 and mental health is a key risk factor for needing social care support - 60% of children's social care assessments in Staffordshire cite mental health as a factor.
- Limited data on the prevalence of emotional and mental disorders; but estimates from national surveys provide an indication of possible scale:

Between 1 and 2 in 10 children in Early Years have poor emotional wellbeing.



2,780 to 5,550
Staffordshire children

Almost 1 in 10 children of school age have a mental health disorder.



10,353
Staffordshire children/young people

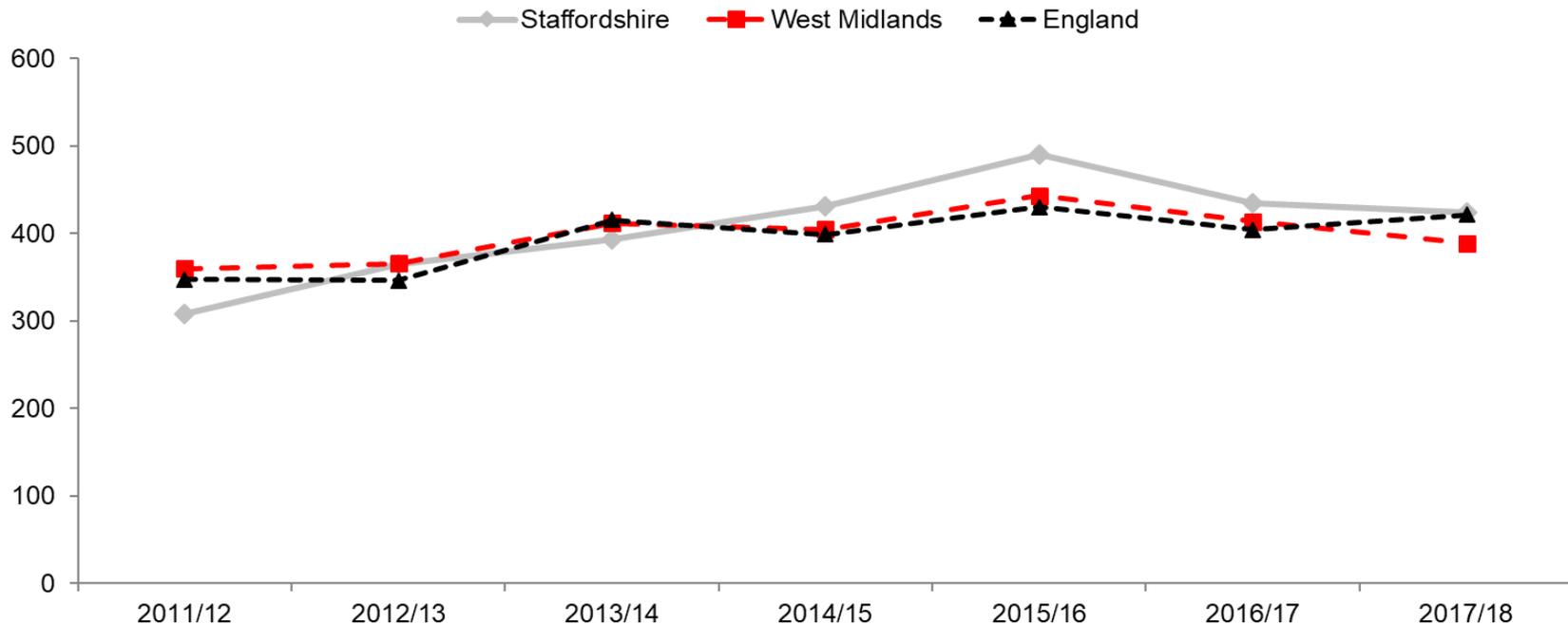
- The number of referrals to Child and Adolescent Mental Health Services increased by 11% between 2017/18 and 2018/19*.
- The number of C&YP accessing NHS funded community mental health services increased by 2% between 2017/18 and 2018/19.

* Includes referrals to North Staffs Combined and MPFT services only, does not include referrals to third sector organisations.

Mental Health Hospital Demand Stable

- Hospital admission rates as a result of self-harm in 10-24 year olds are similar to national, and have remained stable over the past five years.
- Proportion of school-aged children with Social Emotional and Mental Health needs across Staffordshire also similar to national average, and remains stable.
- There is a suggested pre-disposition to mental illness in those that are overweight - another issue in Staffordshire. Reasons cited include poor self-image, physical inactivity as well as biological disruptions caused by obesity.

Hospital admissions as a result of self-harm (10-24 years) (ASR per 100,000)





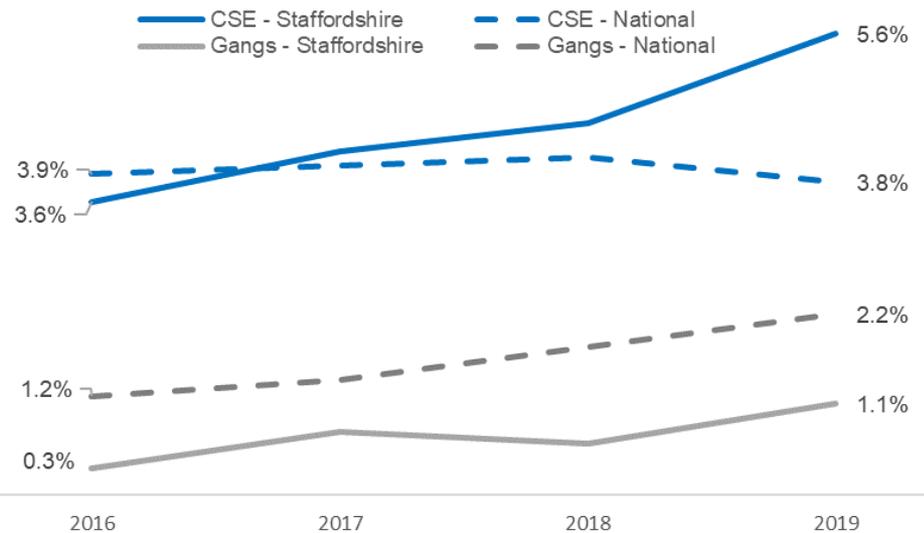
Feel Safe and Belong



Child Criminal Exploitation

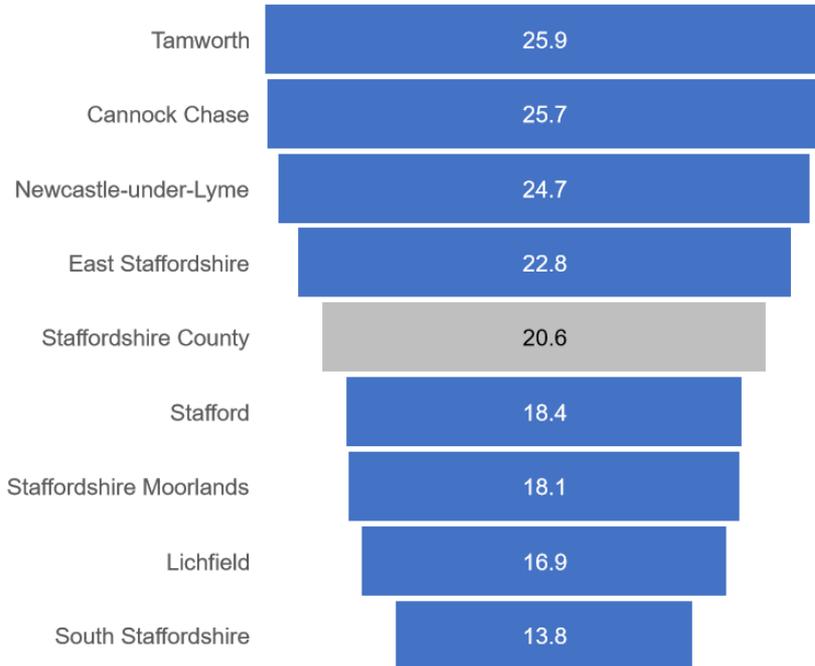
- Criminal Exploitation of C&YP covers a range of areas including county lines, gangs and child sexual exploitation (CSE). Numbers affected by these issues are small, but the impact particularly harmful.
- Police intelligence* suggests, those most at risk are those aged 10 to 19 in disadvantaged communities and those in care.
- Gangs are cited as a risk factor in 1.1% (38 C&YP) of social care assessments in Staffordshire; an increasing proportion but below national (2.2%) and similar authorities (1.5%).
- CSE was cited in 5.6% (273 C&YP) of social care assessments; an increase from the previous year and above national (3.8%) and similar authorities (3.7%).
- Although the number of social work assessments citing CSE was higher than last year, the number that were categorised medium/high risk was smaller – 172 went onto discussion at multi-agency panel compared to 227 in 2017/18 – suggesting a larger proportion of cases deemed ‘low risk’.

% of Children’s Social Care Assessments citing Risk Factor: Trend



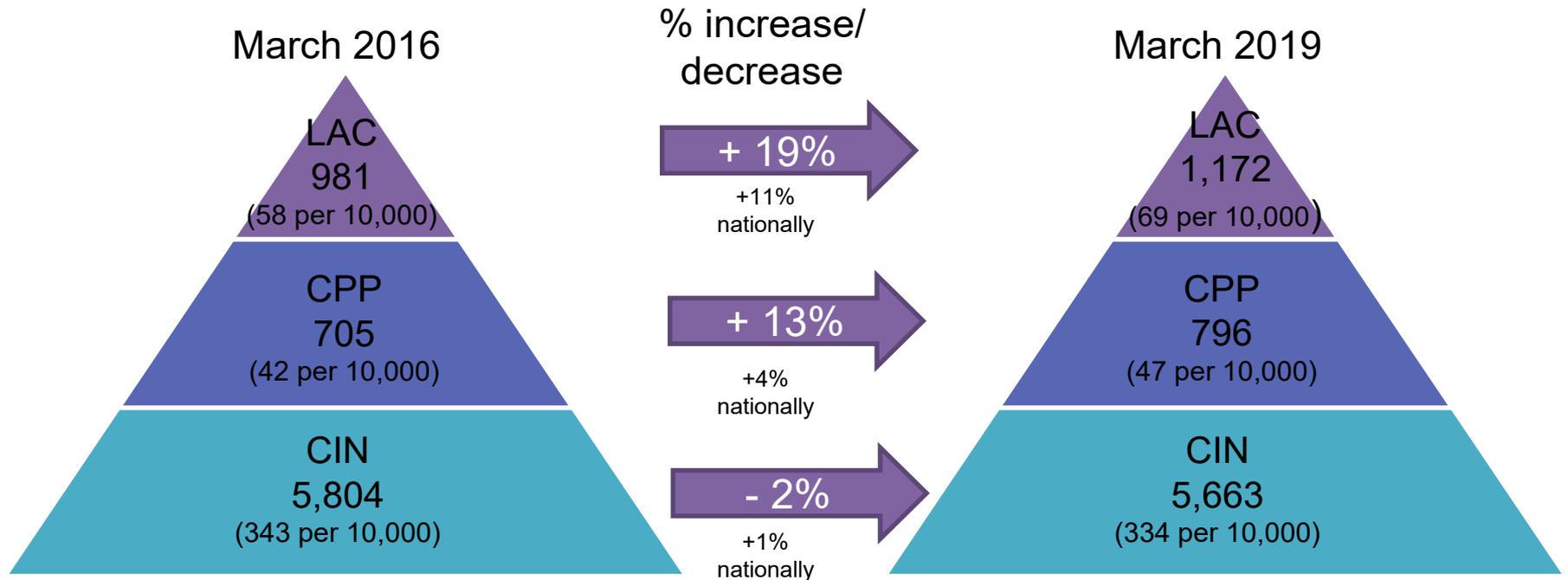
Domestic Abuse

Domestic Abuse (Incidents and Crimes) -
Rate per 1,000: 2018/19



- Domestic abuse (DA) rates in Staffordshire have increased by 7%; comparison to national is not possible due to differences in recording methodology for DA incidents.
- This increase may be due to increased awareness and reporting.
- DA is a known risk factor for families needing support from children's services; an area under increasing demand. **Domestic violence identified as a factor in 73% of children's social care referrals** that went on to receive an assessment – an increase compared to the previous year.
- The majority of domestic crime (76%) is 'Violence Against the Person', with the next largest category being 'Arson and Criminal Damage' (8%).
- 29 wards have a significantly higher rate than the Staffordshire average and the majority (83%) are amongst our more deprived communities. Wards with the highest rates (18/19) are: **Burton, Cannock South, Town and Forebridge.**

Rising Demand in Children's Social Care

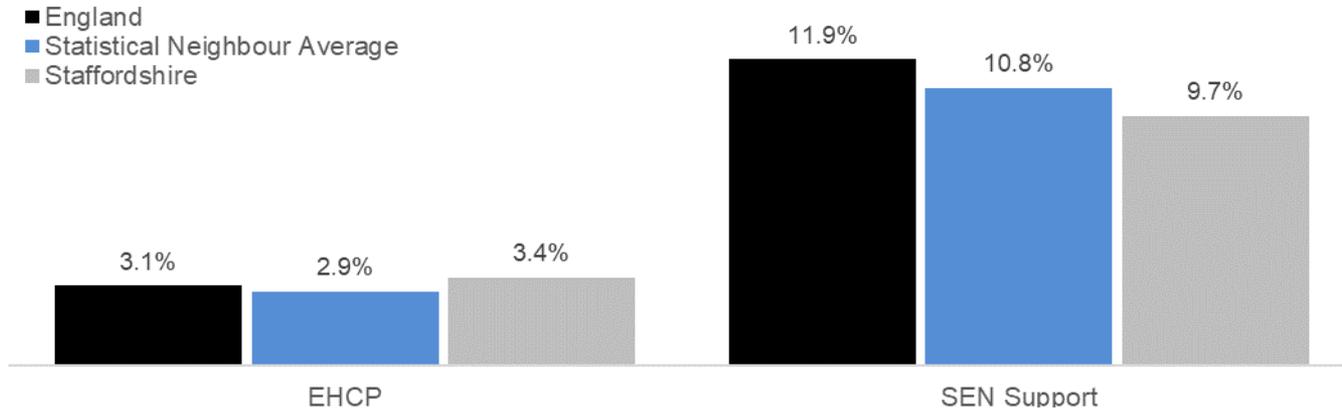


- Rates of Children Subject of a Child Protection Plan (CPP) and Looked After Children (LAC) are increasing and by more than national.
- Research shows that outcomes for these C&YP are worse than for other C&YP.
- Areas of focus are those amongst our more deprived communities – **Cannock Chase, East Staffordshire, Newcastle and Tamworth.**
- A focused insight report is being produced that will explore, in more depth, key risk factors and vulnerability.

Rising Number of EHCPs

- Rates of C&YP with EHCPs is in line with national, but significantly higher than similar authorities. Numbers have increased by a third; from 3,631 (2016) to 4,835 (2019). A smaller increase than national (38%) but slightly larger than similar authorities (27%).
- In contrast, the proportion at SEN Support has remained fairly static over recent years, and is amongst the lowest of similar authorities and below national.

% of Pupils with Statement/EHCP and those at SEN Support; 2019

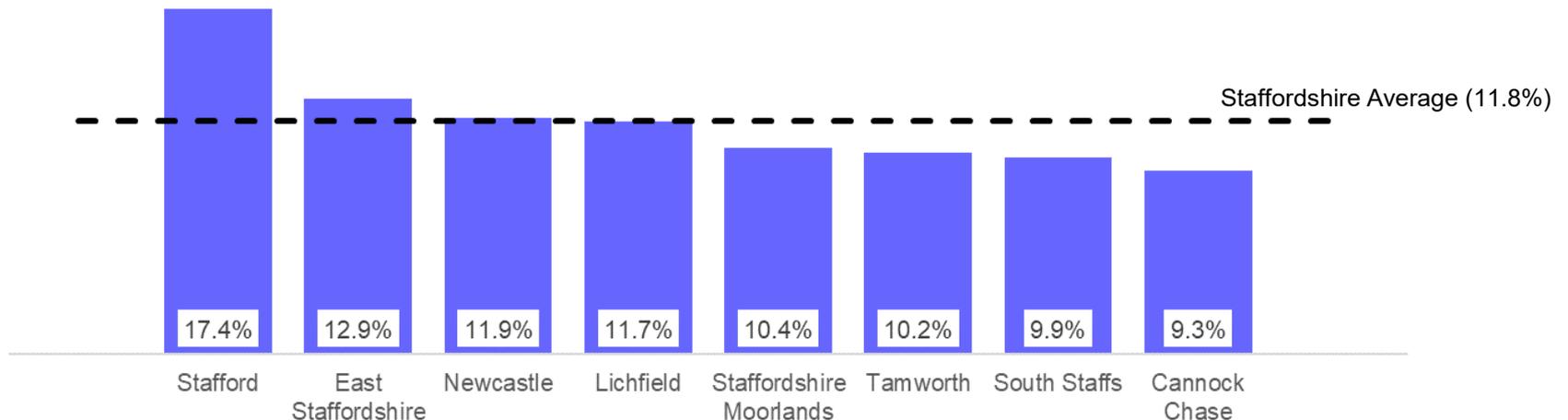


- C&YP with EHCPs likely to have poorer outcomes; with 7% achieving the equivalent A*-C in English and maths (66% non-SEN), and 9% qualified to Level 3 by age 19 (61% non-SEN).
- A focused insight report is being produced that will explore, in more depth, the SEN cohort to support planning and commissioning.

Children with Multiple Vulnerabilities

- Overlap exists between those children with EHCPs and those accessing children's social care, and whilst they will need specialist support from different services, they are some of the same C&YP.
- Of those C&YP with an open EHCP in November 2019:
 - 11.8% (604 C&YP) were also Children in Need (open case with a social worker)
 - 3.3% (171 C&YP) were Looked After
 - 0.7% (37 C&YP) were Subject of a Child Protection Plan
 - 0.7% (34 C&YP) are open to Youth Offending
- The largest proportion of cross-over is in the 11-15 year old age group.

Proportion of children with an EHCP who are also a Child in Need by District*: November 2019



*Based on the SEND team involved in their case, which is mainly the one closest to where they live



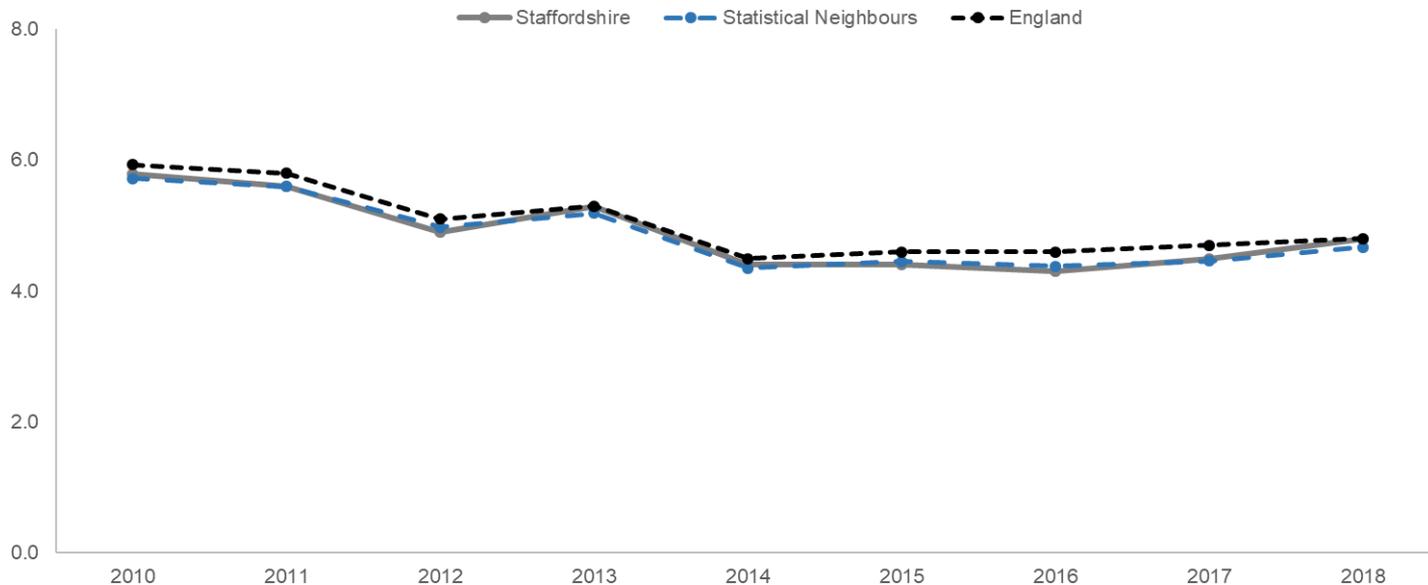
Achieve and Contribute



Pupil Absence

- Other than illness, pupil absence can be symptomatic of a range of issues related to both school (E.g. bullying, poor grades) and home (E.g. caring responsibilities, family issues) and therefore serves as a early indicator of a range of emerging issues.
- Positively, overall pupil absence (2017/18) remains below national, but is increasing - one to keep in view given it is a key risk factor present in households requiring support from children's social care services, and the link to lower educational attainment.
- Pupil absence remains higher in the secondary phase (5.5%) than primary phase (4.0%), with levels of absence increasing in all districts and phases, with the exception of secondary phase pupils in Tamworth.

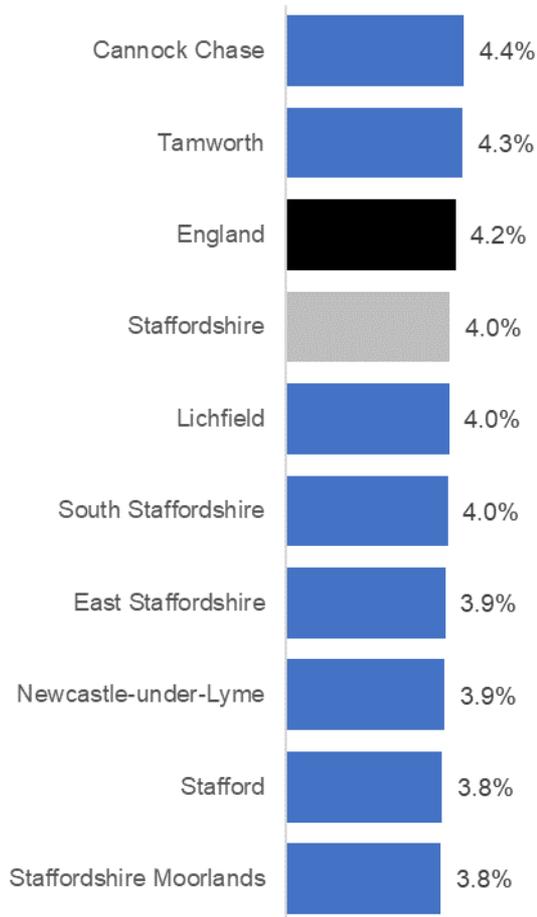
Total school absence (primary, secondary and special) - authorised and unauthorised (% half days missed)



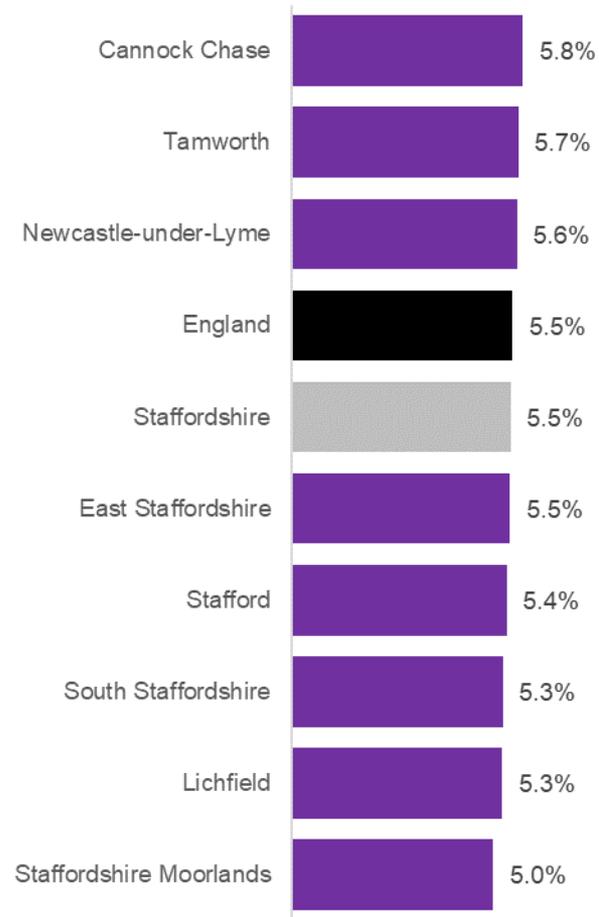
Pupil Absence by District

- Absence in **Cannock Chase and Tamworth** is higher than national in both the primary and secondary phase, **Newcastle's** absence is above national for just the secondary phase.

Primary Phase Absence 2017/18



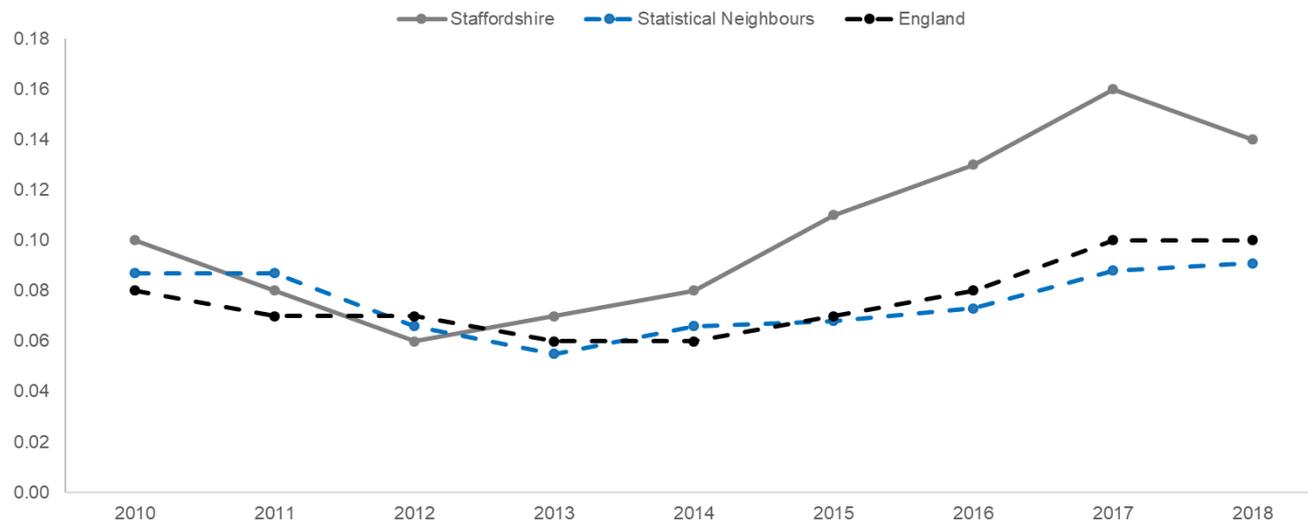
Secondary Phase Absence 2017/18



Exclusions are a Key Challenge

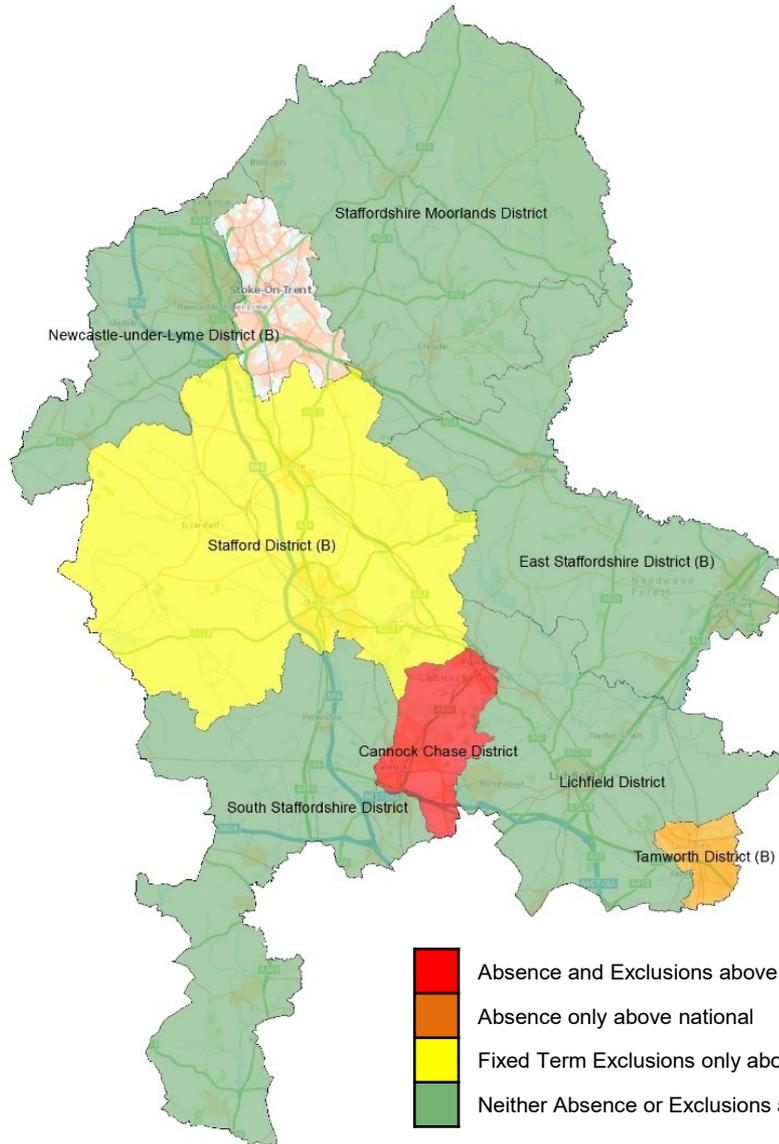
- The rate of **permanent exclusions** (2017/18) is a key issue - higher than national for all schools and by phase. Staffordshire also ranks poorly against similar authorities; 3rd worst compared to all schools and 4th and 3rd worst compared to primary and secondary schools respectively.
- For **fixed period exclusions**, Staffordshire results remain below national but the gap has narrowed in recent years - one to keep in view. Staffordshire also compares poorly with similar authorities in this measure, with Staffordshire having the second highest rate.
- Addressing the root cause is key, with persistent disruptive behaviour being the most common reason for exclusion, and therefore likely to be symptomatic of underlying unmet needs. If not addressed, this may impact on future issues such as educational attainment, health and criminal justice.

Number of **permanent exclusions** expressed as a % of the whole school population

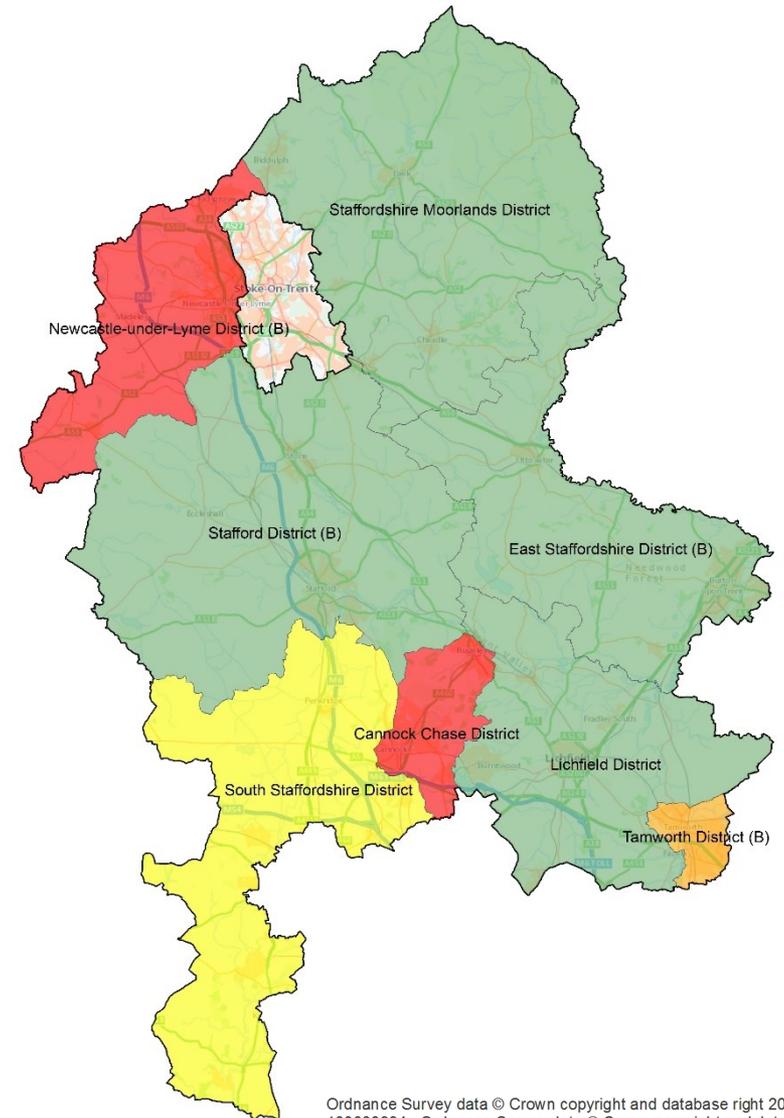


Absence & Exclusions by District

Primary School
Absence & Fixed Term Exclusions



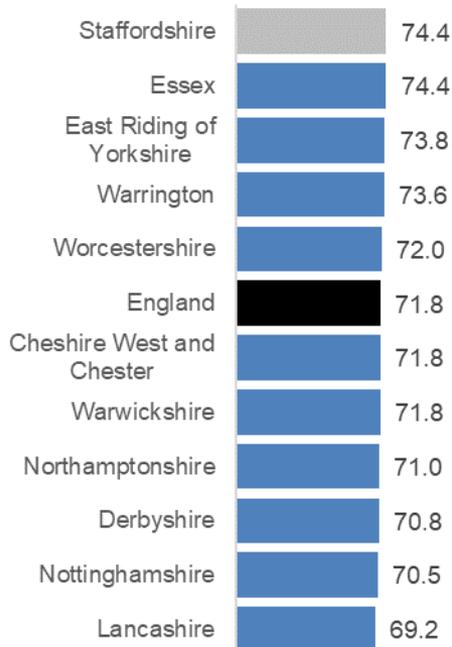
Secondary School
Absence & Fixed Term Exclusions



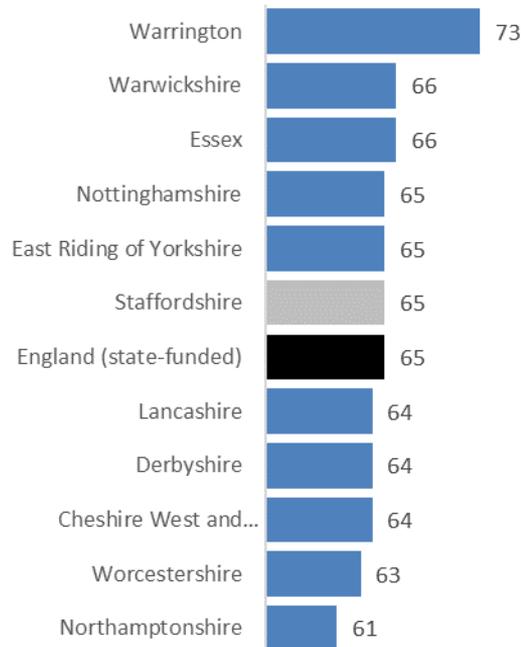
Education Attainment Declines Across School Career

- Educational attainment is important in giving C&YP the best possible start for their future working lives and also helping Staffordshire's to achieve its future economic ambitions.
- Strong performance in Early Years, with the majority (74%) school ready. Staffordshire remains above national and the top performing of similar authorities.
- However, performance starts to dip by the end of primary school and by KS4, attainment in Staffordshire is the lowest amongst similar authorities (rank 11/11) and below national.

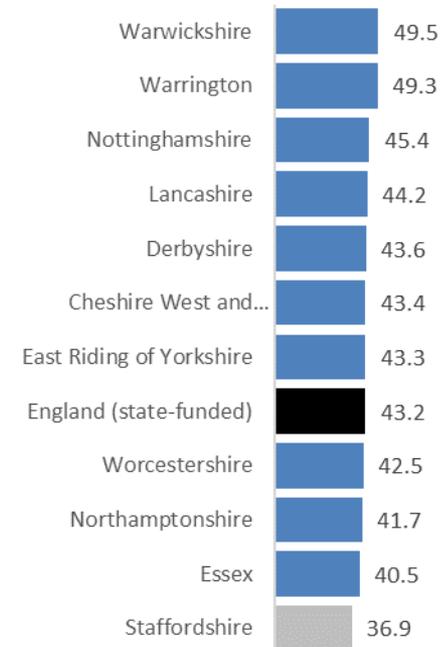
EYFS Good Level of Development (2019 Provisional)



KS2 Reading, Writing, Maths Combined Measure (2019 Final)

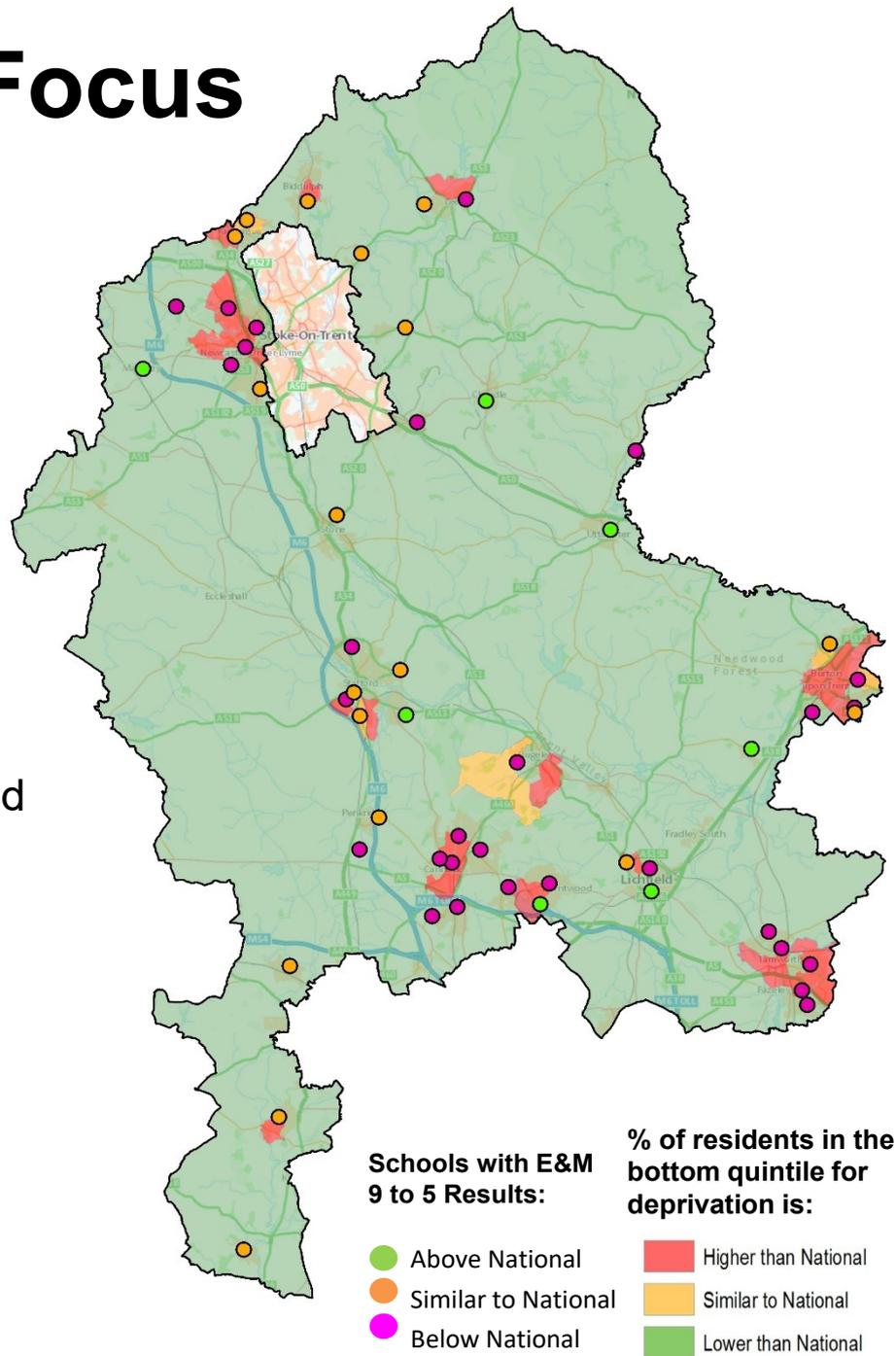


KS4 English & Maths at Grades 9 to 5 (2019 Final)



KS4 Remains a Key Focus

- Just under 2 in 3 young people are not achieving core levels of attainment, with an additional 532 (6.3%) pupils needing to achieve grades 9-5 in English and Maths to meet the national average.
- Based on pupil residency no district was above national.
- Lower attainment linked to areas facing multiple socio-economic inequalities - Cannock Chase, Newcastle, South Staffs and Tamworth.
- 30 (of our 55 secondary schools) are significantly below national in the measure.
- Reflects a worsening picture compared to 2018.



Early Help Framework Priorities

- The table below details the existing district/borough priorities from the Early Help Framework.

District/Borough	Priorities
Cannock Chase	<ul style="list-style-type: none"> • Improve children's mental wellbeing and resilience. • Reduce ASB and exclusions.
East Staffordshire	<ul style="list-style-type: none"> • Increase employment. • Improve children's 'good level of development'. • Reduce families in debt. • Improve collaboration between statutory organisations and communities.
Lichfield	<ul style="list-style-type: none"> • Improve children's wellbeing and resilience. • Tackle persistent absence and exclusions. • Improve financial understanding and responsibility to reduce cycles of debt and family conflict.
Newcastle	<ul style="list-style-type: none"> • Support for financial exclusion.
South Staffordshire	<ul style="list-style-type: none"> • Improve emotional wellbeing of pre-school and primary aged children.
Stafford	<ul style="list-style-type: none"> • Improve emotional wellbeing of parents/carers, children and young people. • Increase the number achieving a 'good level of development'. • Reduce numbers missing school. • Reduce ASB within Stafford town centre.
Staffordshire Moorlands	<ul style="list-style-type: none"> • Missing School - children and young people missing/absence from education settings.
Tamworth	<ul style="list-style-type: none"> • Families in debt. • Absence from school and impact on the local community. • Emotional wellbeing for C&YP. • ASB.

Local Focus

- Addressing the needs of families and communities will differ, and therefore requires a targeted approach and shared ways of working to collectively tackle the areas of greatest need. The table below provides a summary of the key issues and indicates districts where results are worse than national, or below the Staffordshire average where a relevant national comparator is not available.
- Cannock Chase, Newcastle and Tamworth consistently highlighted across many of the key issues and wider analysis carried out.

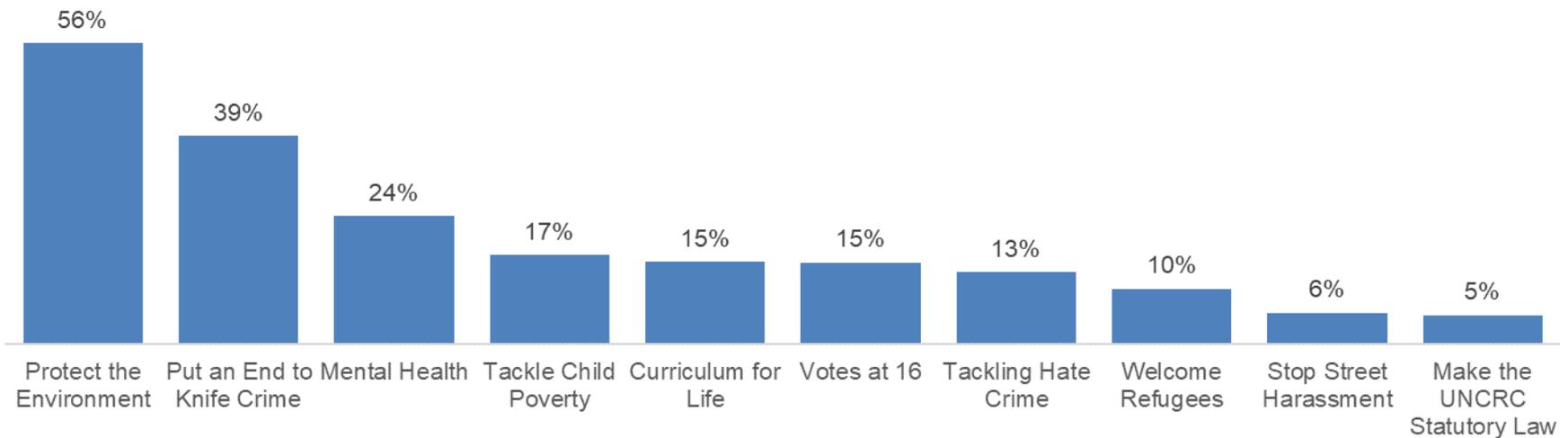
	Cannock Chase	East Staffs	Lichfield	Newcastle	South Staffs	Stafford	Staffs Moorlands	Tamworth
Infant Mortality								
Excess Weight								
Domestic Abuse								
Children's Social Care Demand								
SEND Demand								
Absence								
Exclusions								
Attainment KS4								

- Wards with the highest level of risk are: **Cannock East, Cannock North, Chesterton, Cross Heath, Belgrave, Glascote and Highfields & Weston Downs.**
- To supplement this, ward level data tables are available, which help to highlight smaller geographical areas of high risk for C&YP need.

The Voice of Children & Young People

- National research suggests a 'poverty of hope' amongst young people; fears include climate change, house prices, job security and Brexit.
- 69% think their generation will have lower rates of happiness and mental health.
- 90% of 16-24 year olds are satisfied with their area as a place to live, and 86% feel safe at night.
- 7,500 responses to Make Your Mark Survey (2019) showing similar top concerns locally in younger people: **Protecting the environment, mental health and ending knife crime.**

Make your Mark Survey 2019, Staffordshire Results



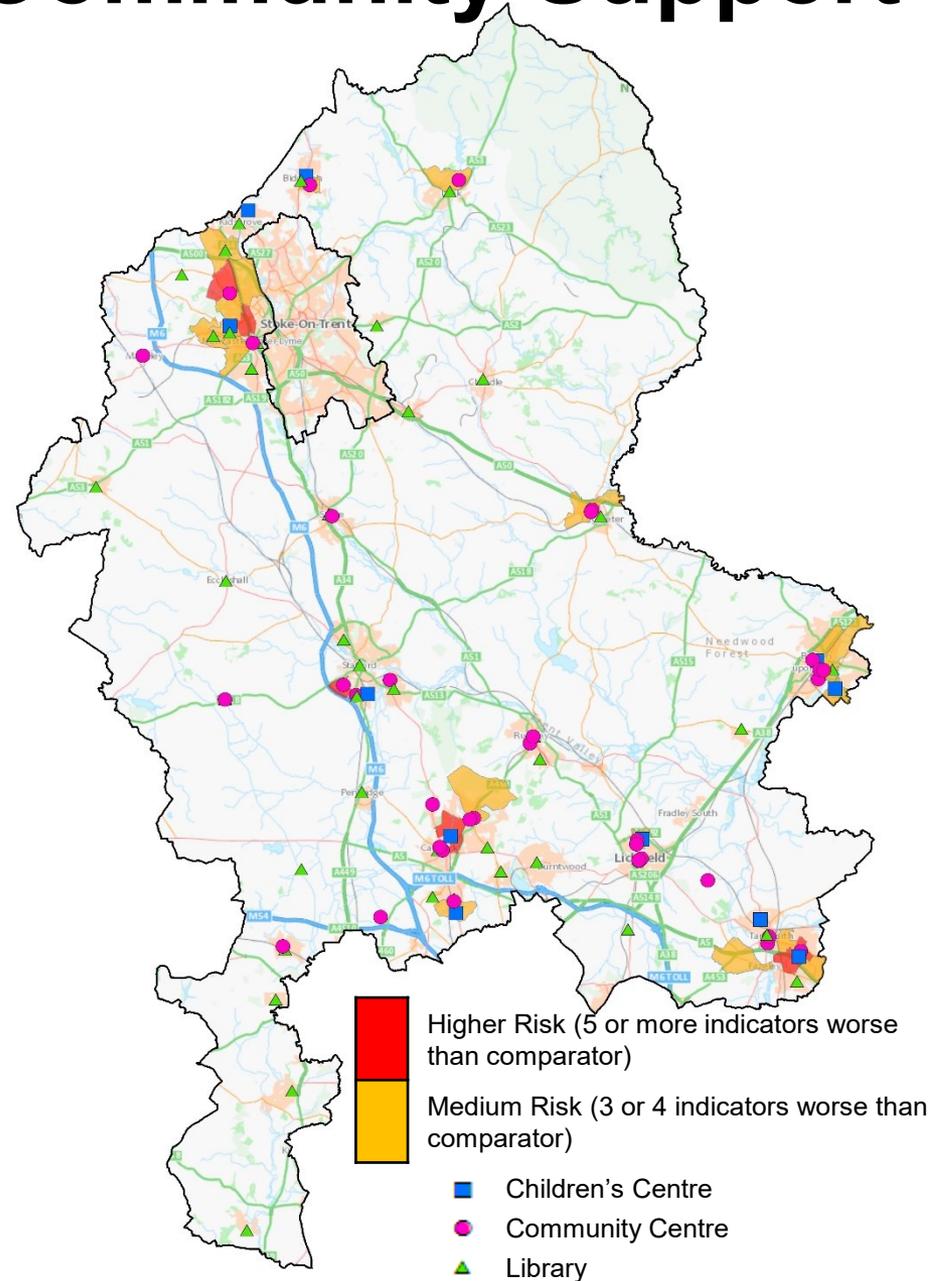
Vulnerable Voice

- Children and Young People with SEND say what matters to them most is:
 - Feeling integrated and included as part of a local school
 - Having support that meets their needs
 - Being independent
 - Being happy
- Vulnerable Looked After C&YP engagement in 2017/18 highlight top issues:
 - 6 to 12 year olds – **want to know and understand their past**
 - 12-16 year olds – **want support preparing for GCSEs**
- Care leavers cite some of the most important things to their health and wellbeing:



Connecting Need to Community Support

- The map opposite identifies those wards which perform worst across the issues identified, alongside some of our key community assets.
- All of the medium and high 'need' wards have a community solution either in the ward itself, or within a 2 mile radius.
- Opportunity as part of place based working to utilise these community assets in supporting some of Staffordshire's 'at risk' vulnerable children and families.
- This approach will help to strengthen communities, so that they feel supported to meet their own needs locally by using networks and community resources.



Further Information

- Analysis supported by the Early Help Framework which provides additional detail at a lower level.

Contact Intelligence, Engagement and Performance Team for more information:
intelligence@staffordshire.gov.uk

- Strategic Delivery Managers are involved in place based working, and support local commissioning and delivery.
 - Tim Leese – Stafford and Tamworth
 - Angela Schulp – Cannock Chase
 - Laura Ballinger – South Staffordshire
 - Gail Edwards – Newcastle and Staffordshire Moorlands
 - Wayne Mortiboys – East Staffordshire and Lichfield
- Data tables for each key indicator will be made available here:
<https://www.staffordshireobservatory.org.uk/publications/healthandwellbeing/yourhealthinstaffordshire.aspx>

