



MAYO HEALTH AND WELLBEING PLAN 0-3 YEARS (2018-2022)

Working together to give every child
the best start in life



Seirbhís Stáinte
Níos Fearr
á Forbairt

Building a
Better Health
Service



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Introduction

Giving children the best start in life is one of the most effective ways of making sure that children and their families have good health and quality of life. Mayo CYPSC are committed to working towards this goal. To give children the best start in life we need to support children, their parents and care givers and the professionals who provide services to children and their families.

This plan outlines how we hope to do this over the next 5 years. We hope to build partnerships between parents, children and professionals to work together to achieve the actions identified in this plan. We look forward to working in this way and hope we can make a real difference to the lives of children in Mayo.

Thelma Birrane

Thelma Birrane

Chairperson

Mayo CYPSC Active and Healthy 0-6 years subgroup



Policy Context

Prevention and early intervention has become a distinctive feature of child policy development in Ireland over the past number of years. What early intervention means in the context of such work is intervening at a young age or early on in a problem, while prevention is about stopping a problem arising in the first place or preventing it from getting worse. Effective early intervention programmes are based on the premise of 'progressive universalism' which means that all children receive help but that those that need it most receive extra help.

This is underpinned by a number of key policies, plans, strategies, frameworks and programmes that are grounded in a cross governmental approach to improved health and wellbeing and an increased focus on prevention. These provide the background and context for the development of the Health and Wellbeing Plan 0-3 years for County Mayo.

Heathy Ireland: A framework for Improved Health and Wellbeing (2013-2025).

The framework acknowledges that "child health, wellbeing, learning and development are inextricably linked, and the most effective time to intervene in terms of reducing inequalities and improving health and wellbeing outcomes is before birth and in early childhood. Giving every child the best start in life involves providing for their emotional and physical development, the acquisition of cognitive, linguistic and social skills and building their resilience which will support them through life. Intervention in the early years has been shown to be a good investment, as it provides a greater rate of return than that for later intervention".

Better Outcomes, Brighter Futures. The National Policy Framework for Children and Young People (2014-2020).

Against the backdrop of Healthy Ireland, in 2014 the Department of Children and Youth Affairs published Better Outcomes, Brighter Futures: The national policy framework for children and young people 2014-2020. This framework identifies that "investment in early years care and education reaps significant dividends throughout a child's life and to society as a result of better outcomes". Furthermore, it promotes a shift in policy toward earlier intervention and aims to ensure the provision of quality Early Years services and interventions, aimed at promoting best outcomes for children and disrupting the emergence of poor outcomes.

Community Healthcare West – Healthy Ireland Implementation Plan 2018-2022

The plan builds on existing health and wellbeing practices, and also plans additional local actions to support implementation of the key healthy Ireland priorities. This includes actions on areas such as Positive Ageing, Healthy Childhood, Healthy Eating and Active Living, Alcohol, Tobacco and Mental Health and Wellbeing.

HSE National Healthy Childhood Programme (The Nurture Programme - Infant Health and Wellbeing)

The aim of The Nurture Programme is to support parents and healthcare professionals in their respective caring and service provision roles.

Creating a Better Future Together, National Maternity Strategy 2016-2026

The vision is that women and babies have access to safe, high quality care in a setting that is most appropriate to their needs; women and families are placed at the centre of all services, and are treated with dignity, respect and compassion; parents are supported before, during and after pregnancy to allow them give their child the best possible start in life.

Breastfeeding in a Healthy Ireland: the HSE Breastfeeding Action Plan 2016 – 2021

The Vision is to achieve a society where breastfeeding is the norm for individuals, families and communities in Ireland resulting in improved child and maternal health outcomes, where all women receive the support that they need them to enable them to breastfeed for longer. The promotion, support and protection of breastfeeding are key elements of the HSE Healthy Childhood Policy Priority Programme and the Nurture – Infant Health and Wellbeing Programme.

A Healthy Weight for Ireland: Obesity Policy and Action Plan 2016-2025

The Obesity Policy and Action Plan are based on a set of core principles and are informed by the Healthy Ireland guiding principles. These principles will also ensure that it is:

- Life-course oriented, with a focus on children and families; and
- Prevention focused, with an emphasis on targeting inequalities.

The Policy also aims to remove the stigma associated with obesity, especially in children.

Specialist Perinatal Mental Health Services: Model of Care for Ireland

Perinatal mental health disorders are those which complicate pregnancy (antenatal) and the first

postnatal year. They include both new onset and a relapse or reoccurrence of pre-existing disorders. Their unique aspect is their potential to affect the relationship between mother, child and family unit with consequent later development of significant emotional and behavioural difficulties in the child. This Model of Care specifically addresses the needs of women with moderate to severe mental health problems/illnesses through the provision of specialist teams, one based in each Hospital Group. Galway is the hub for hospitals in the Saolta Group.

Síolta and Aistear

In relation to Early Education and Care, both Síolta (National Quality Framework for Early Childhood Education) and Aistear (Early Childhood Curriculum Framework, 2009) identify health and wellbeing as one of its standards and themes.

The context as outlined confirm a cross governmental approach to improved health and wellbeing and an increased focus on prevention which provides the background to the development of the Mayo Health and Wellbeing Plan 0-3 years.





Demographic Profile

In 2016, the population in Mayo was 130,507 persons of which Males numbered 65,047 and Females 65,460 (CSO 2016). This represented a small decrease of 131 persons in the intercensal period 2011-2016.

Population aged 0-3 years: The total population aged 0-3 years, (CSO, 2016) was 6,644 (3,457 male and 3,187 female). This represents 5.1% of the total Mayo population reported and slightly less than the State at 6.3%.

Births: There were 73 fewer births in 2015 compared to 2014 in Co Mayo, representing a decrease of 4.42% which is higher than the national decrease of 2.06% for births in that same period.

Average age of mothers: The average age of mothers in 2015 was comparable between Mayo and the State (32.7 years and 32.5 years) and the average age of First Time Mothers was also comparable (31 years and 30.9 years) respectively.

Health of Children and Young People: The majority of young people aged 0-24 years reported their general health as being Very Good in Mayo (80.3%) comparable to the State (80.9%).

Breastfeeding: Overall in the State, 58.0% of infants in 2015 were breastfed (either exclusive or combined) on discharge from hospital and this percentage was lower for Mayo (54.8%). Mayo recorded a higher percentage of infants that were partially breastfed (combined) on discharge from the hospital (16.9% compared to the State 10.3%).

Low birth weight babies: Weight at birth is a strong indicator of maternal and new-born health and nutrition. Mayo reported a marginally lower percentage of Low birth weight babies as a percentage of all births (5.5%) compared to the State (5.9%). The average weight of babies born in Mayo is higher at 3,475.30g than the national average of 3,448.80g and was seventh highest overall in 2014 (IPH 2014).

Vaccination: The percentage of children who had been vaccinated at two years of age in Mayo (92.2%) is in line with the State at 92.4%. The county with the highest percentage was Roscommon at 98.2% and the lowest Louth at 90.8%. (IPH, 2014).

Deprivation: The relative HP Index Score for Mayo according to the 2016 census data was -3.8. Ballina Municipal District reported the highest levels of relative deprivation at -6.9, followed by West Mayo (-4.1), Claremorris (-3.6) and Castlebar (-0.9). The rural Electoral Divisions (EDs) with the highest level of Relative Deprivation was Knockadaff and Glenamoy (both -18.3) located along the north coast. The urban EDs with the highest Relative Deprivation were Ardnaree South Urban ED (-14.8) and Ballina Urban ED (-12.7). One Small Area deemed to be extremely disadvantaged is located in the Ballina Urban ED with a score of -30.01.

Disability: The rate per 1,000 of children (aged 0-18 years) registered in Mayo as having a physical or sensory disability was significantly higher than the State (11.8 compared to 5.4).

Travellers: The rate (per 1,000) of Traveller children and young people in Mayo (21.8) was significantly higher than the state (12.4). (SONC, 2016)

Foreign National children and young people: The rate per 1,000 of Foreign National children and young people in Mayo was 84.3 compared to the State at 82.5.

Lone Parent Households: The percentage of children living in a lone parent household was lower in Mayo (14.2%) compared to the State (18.3%).

Process of Developing The County Mayo Health and Wellbeing Plan 0-3 Years

Mayo Children and Young People's Services Committee (CYPSC) was established in 2015 and draws its membership from statutory, community and voluntary providers of services to children and young people in County Mayo.

The Mayo Children and Young People's Plan (CYPP) 2018-2020 identified the development of a Health and Wellbeing Plan for 0-3 year olds as a key action. The development of the Health and Wellbeing Plan is supported by the Active and Healthy 0-6 years subgroup of Mayo CYPSC with financial support from the Healthy Ireland Fund. Following the development of the Early Years Health and Wellbeing Plans for Galway City and plans under development for Counties Galway and Roscommon, it was proposed that Mayo follow a similar format as the three counties form the CHO Area 2 in the HSE.

Consultation Process

The methodology involved primary research in the form of one to one interviews with service providers (identified by the Early Years Subgroup); distribution of an online survey to parents (promoted using Facebook and email contacts to ensure that there was a broad representation of parents/guardians from different backgrounds and geographic areas in the county) resulting in 198 responses representing 267 children. This was supplemented by facilitating Focus Groups with parents (Travellers and Asylum Seekers).

Secondary research involved an extensive review of relevant policies, strategies, frameworks, plans, reports and programmes. Desk research was undertaken to explore evidence informed models relevant to Health and Wellbeing of 0-3 year olds. Anonymised data gathered during the process of developing the Children and Young People's Plan in 2017 was also accessed (this represented responses from 248 parents and 97 service providers). The rationale behind this was that the data was still less than one year old; surveys had been administered to parents and service providers with questions relevant to the Health and Wellbeing Plan.

This next stage of the consultation process involved a consultation day with service providers where agreement on priority actions was reached.

The process undertaken also included mapping current service provision for 0-3 year olds and their parents in County Mayo, examining gaps in provision and identifying actions that would improve health and wellbeing outcomes in the plan.

Findings

This section outlines the key findings from the consultation process undertaken:

1. One to One Interviews with Service Providers

A total of 32 service providers participated in one to one interviews from a range of services that included Healthcare, Disability, Childcare and community based organisations.

There were a number of examples cited where there is good collaborative working between service providers on different initiatives and there is a willingness to continue to develop collaborative responses to needs identified to add value and ensure better outcomes for children.

The following are the top priorities identified by the service providers to be addressed in the Health and Wellbeing Plan 0-3 years:

- Developing an Interagency Task Force response to combat the structural issues in the deprived areas in Ballina was identified as a priority to be addressed.
- Develop a comprehensive approach to Perinatal Mental Health services
- Support to deliver actions in the National Breastfeeding Plan at a local level
- Identify and implement a Peer Support Programme (eg Lifestart, SureStart, The Solihull Approach)
- Link young single mothers 18-24 into the Group of Young Mothers (GYM) programme
- Promote Health and Wellbeing (nutrition, emotional and physical) from pre-pregnancy onwards including Outdoor Play
- Information and Communication with parents (especially parents from disadvantaged areas or minority communities) was identified as a specific challenge
- Support strategies to ensure that 'the voice of the child' is listened to and heard by service providers

2. Parents' Survey

A total of 198 parents responded to an online survey designed to capture their views in relation to the health and wellbeing of children aged 0-3 years. They identified the following as needs and gaps:

- Parent programmes designed around short workshops on specific topics
- Safe and accessible play areas and walkways
- Events and opportunities to meet with other parents locally
- Support and education on maximising the use of outdoor spaces for play
- Lack of social supports resulting in isolation
- Lack of information and knowledge in relation to events/supports/activities
- The need for flexible and affordable childcare

Reduction in waiting lists

3. Focus Groups

A number of Focus Groups with parents (Travellers and Asylum Seekers) were organised throughout the county to gather additional information and seek clarification in relation to some of the themes/issues emerging from the one to one interviews and the parents' survey responses. The themes explored during the discussions included Breastfeeding; Accessing Services (Antenatal care, postnatal care and Early Childhood Education); Outdoor Play and Information provision and dissemination

The following are the findings from that process:

- Education around the benefits of breastfeeding needs to commence at primary school
- Settings such as Antenatal classes need to be culturally appropriate for Traveller women to participate
- The lack of access to and cost of public transport is one of the main barriers to mums living in the Direct Provision Centre from accessing Antenatal classes as well as attending appointments at the hospital
- Support the delivery of training on the Traveller culture in all pre-school settings

- Parents need to be educated about the dangers of allowing babies and children to use electronic devices
- Support the production of a video that is culturally appropriate to Travellers around maternity and childbirth
- Brainstorm with Asylum Seeker parents around ways to better engage in outdoor play
- Redesign information leaflets currently given to women leaving the hospital so that there is one available for each separate developmental stage of the child.
- Work in partnership with Mayo County Library to organise Storytime in the Direct Provision Centre for the mothers and babies.

4. Planning workshop with Service Providers

A planning day was organised with the Service Providers that participated in the consultation process as well as others that had been identified and who had expressed an interest in being involved. A discussion document that outlined the policy context, key findings from the consultation process and proposed actions (aligned with the Better Outcomes, Brighter Futures six transformational goals) was circulated prior to the planning day. The attendees identified the following as priorities to be addressed in the Mayo Health and Wellbeing Plan 0-3 years (2018-2022):

- Support the development of a Perinatal and Infant Mental Health service in Mayo
- Pilot an early intervention health and wellbeing programme with a group of young parents experiencing disadvantage in the county. The programme will include input from Speech & Language Therapy, Physiotherapy, Psychology, Oral Health Promotion. The programme will be evaluated with a view to developing a county wide approach.
- Provide information and support for parents and service providers around attachment and the impact of Adverse Childhood Experiences (ACE)
- Develop and support a culture of play in Mayo, this includes outdoor play in the natural environment as well as promotion of the benefits of interactive play
- Promote the benefits of reading and develop a programme of activities to increase the use of libraries in the county particularly in groups of people experiencing disadvantage.
- Work in partnership with parents to reduce the inappropriate use of electronic devices by young children and their parents

- Work in partnership with CYPSC's in Galway and Roscommon to develop interventions to reduce the amount of time young children spend in equipment such as car seats, buggies, baby bouncers etc.
- Promote the benefits of free play and unstructured physical activity for young children
- Establish an early year's support network for information sharing between health, social and community professionals working with young children and their parents.



Principles Underpinning The Mayo Health and Wellbeing Plan 0-3 Years (2018-2022)

This five year plan has been developed to maximise health and wellbeing outcomes for all children aged 0-3 years. It has been informed by the consultation process, linked to current policy and practice and is underpinned by the World Health Organisation Principles of Health Promotion which are:

Empowerment: a way of working to enable people to gain greater control over decisions and actions affecting their health.

Participative: where people take an active part in planning, implementation and evaluation.

Holistic: taking account of the separate influences on health and the interaction of these dimensions.

Equitable: ensuring fairness of outcomes for service users.

Intersectoral: working in partnership with other relevant agencies/organisations

Sustainable: ensuring that the outcomes of health promotion activities are sustainable in the long term.

Multi-strategy: working on a number of approaches in combination with one another eg programmes, policy, organisational change, community development, advocacy, communication and education.

Expected Outcomes

The anticipated effect of implementing this action plan over the five-year-period 2018-2022 is as follows:

- Improved health and wellbeing for parents/guardians and children aged 0-3 years in County Mayo
- Improved support for parents/guardians of children aged 0-3 years
- Increased engagement and active participation of parents/guardians and families
- Increased early development and education within early years
- Enhanced collaboration and integration across services in early years
- Improved relationships between service providers and parents in the early years sector



County Mayo Health and Wellbeing Plan 0-3 Years (2018-2022): Goals and Actions

The stated vision in Better Outcomes, Brighter Futures (2014-2020) is for Ireland to be one of the best small countries in the world in which to grow up and raise a family, and where the rights of all children and young people are respected, protected and fulfilled; where their voices are heard and where they are supported to realise their maximum potential now and in the future. The framework is underpinned by six transformational goals that with focused and collective effort have the potential to transform the effectiveness of existing policies, services and resources. The goals are as follows:

- **Goal 1:** Support Parents
- **Goal 2:** Early Intervention and Prevention
- **Goal 3:** Listen to and involve children and young people
- **Goal 4:** Ensure quality services
- **Goal 5:** Support effective transitions

Goal 1: Support Parents

Strategic Objectives

Information and communication: Improve ease of access to information for parents at different stages of the child's developmental milestones.

Transport: (1) Improve ease of access to hospital appointments for parents living in Direct Provision Accommodation (2) Inform Mayo Community Transport of the needs of parents

Cultural Diversity: (1) Improve access to services for culturally diverse parents and their young children living in Mayo (2) Increase awareness amongst service providers of the different needs of culturally diverse parents

Disability: Support families to nurture and promote independence for their child with special/additional needs through early intervention in the home that involves a whole family approach that develops and promotes a mind-set around independence and resilience.

Proposed Stakeholders

Mayo CYPSC, Tusla, HSE – Public Health Nurses, Health Promotion and Improvement, Community Nutrition and Dietetic Service (CNDS), Midwives, CAMHS, GPs, Community Medical Dept, MUH, Primary Care Services, Oral Health Promotion, Early Intervention Services, Mayo County Childcare Committee, Mayo County Council – Community Transport Programme, Mayo County Library, Local Development Companies, Mayo Intercultural Action, Mayo Traveller Support Group, Involve Youth Project, Disability Organisations and Networks

Goal 2: Early Intervention and Prevention

Strategic Objectives

Infant and Child Nutrition: Support parents to make healthier food choices

Combating Isolation: Improve information about and access to community based and peer led activities for parents experiencing and at risk of isolation

Perinatal and Infant Mental Health: Promote and implement current best practice and evidence on Perinatal and Infant Mental Health (eg Attachment Screening Tool (AST) and Adverse Childhood Experiences ACE)

Outdoor Play: (1) Develop and support a culture of play in County Mayo, this includes outdoor play in the natural environment as well as promotion of the benefits of interactive play (2) Promote the benefits of free play and unstructured physical activity for young children and explore the barriers to outdoor play

Reading to your child: Promote the benefits of reading and develop a programme of activities to increase the use of libraries in the county particularly in areas where groups of people experience disadvantage.

Screen time: Work in partnership with parents to reduce the inappropriate use of electronic devices by young children and their parents

Tobacco, Alcohol and Drugs: Reduce instances of tobacco, alcohol and drug misuse by providing training and clear messages to parents and service providers

Proposed Stakeholders

MUH, Health Promotion and Improvement, Community Nutrition and Dietetic Service (CNDS), Community Food Initiative, Mayo CYPSC, Local Development Companies, Mayo Traveller Support Group, Mayo Intercultural Action, Primary Care Mental Health Services, CAMHS, GMIT, Mayo County Library, Western Region Drug and Alcohol Task Force, Mayo FRCs, Oral Health Promotion

Goal 3: Listen to and involve children and young people

Strategic Objective

Voice of the Child: Develop strategies to ensure that the 'voice of the child' is listened to and heard by service providers with an emphasis on seldom-heard voices

Proposed Stakeholders

GMIT, Mayo CYPSC, Mayo County Childcare Committee, Childcare Providers, Early Years' service providers

Goal 4: Ensure Quality Services

Strategic Objectives

Breastfeeding: (1) Increase the numbers of mothers breastfeeding exclusively and combined in line with national target of 2% increase annually

(2) Increase awareness around the positive impact of breastfeeding across all society

(3) Increase the number of Breastfeeding support groups available to mothers (Healthcare Professional and Peer to Peer) available in Maternity and Primary Care locations (4) Support the implementation of the HSE breastfeeding policy for maternity and primary care including the use of a breastfeeding observations and assessment tool (BOAT)

Proposed Stakeholders

MUH, Childbirth Education Centre, Public Health Nurses, Primary Care services, Mayo CYPSC, Health Promotion and Improvement, Chambers of Commerce and Traders Associations, Mother and Toddler Groups, Local Community Groups, Local Development Companies

Goal 5: Strengthening Transitions

Strategic Objective

Transition from home: communicate best practice in supporting transition from home to other settings

Proposed Stakeholders

Mayo County Childcare Committee, Mayo CYPSC, Childcare Providers, Disability Organisations, Early Intervention Service, Mayo Travellers Support Group, Mayo Intercultural Action

Goal 6: Cross Government and Interagency Collaboration and Coordination

Strategic Objectives

Improving delivery: Develop and nurture an environment of collaborative working by establishing an Early Years Support Network

Multi-Disciplinary Team Approach: Work collaboratively to ensure the best outcomes for parents and children in line with progressive universalism whilst acknowledging the specific needs of disadvantaged children and parents

Proposed Stakeholders

Mayo CYPSC, Early Years' Service Providers

Advocacy

Strategic Objectives

Advocate for additional staffing, services and lobby for changes in policy where blockages to local delivery or inequalities (eg the need for rural proofing) are identified.

Interagency Task Force in Ballina: Support and engage in the establishment of an Interagency Task Force and ensure that the Health and Wellbeing of children aged 0-3 years and their parents are prioritised and included in the development of actions.

Proposed Stakeholders

Mayo CYPSC, Early Years' Service Providers, Parenting Forums (supported by Tusla Child and Family Support Networks)

Statutory Agencies and NGOs delivering services in the Ballina area; Mayo CYPSC, Mayo County Council LCDC, Childcare Providers, Chamber of Commerce; Community Organisations; members of the local community

Implementation of Mayo Health and Wellbeing Plan 0-3 Years (2018-2022)

The actions outlined in this plan will be implemented in the five-year-period 2018-2022. This will be overseen by the Active and Healthy 0-6 years subgroup of Mayo Children and Young People's Services Committee (CYPSC). The subgroup will report on progress to the Mayo CYPSC. The role of the Subgroup in relation to this plan will be to:

- Act as a forum to drive forward the priorities identified in the plan
- Facilitate the development of an integrated and coordinated approach to the implementation of the plan
- Offer advice, information and recommendations in relation to the implementation of actions within the plan

Current membership of the Active and Healthy 0-6 years Subgroup of Mayo CYPSC is presented in the table opposite. The implementation of this action plan will be monitored and evaluated on an annual basis by the Mayo CYPSC Active and Healthy Subgroup. Annual action plans will be developed and reviewed to ensure that the actions remain relevant and implementable. Annual progress reports will be compiled and disseminated.

We are confident that by working together we can make a real difference to enhancing and supporting the health and wellbeing of children aged 0-3 years in County Mayo. We look forward to working with you to enable this to happen. Ní neart go cur le chéile.

**Mayo Children and Young People's Services Committee
Active and Healthy 0-6 years Subgroup membership**

Organisation	Representative
HSE Health Promotion and Improvement	Thelma Birrane (Chairperson)
HSE Public Health Nursing	Mary O Malley
Early Intervention Service	Eilish Noone
Curious Minds Preschool	Ann Halligan
Tusla - Child and Family Support Network Coordinator	Elaine English
Mayo County Childcare Committee	Angela Cope
Parent Representative/Love Castlebar	Helen O Hara
GMIT - Early Childhood Education and Care Coordinator	Mary Skillington
Mayo University Hospital Nursing & Midwifery	Andrea Mc Grail
Tusla Zero2Six Family Support Project	Anne Marie Tiernan
HSE Psychology	Cynthia Silva
HSE Social Work	Ann Doherty
Mayo Traveller Support Group	Vivienne Fitzmaurice
Mayo Family Resource Centres	Ann Conway

Acknowledgements

The Mayo CYPSC Active and Healthy Subgroup wish to acknowledge all those that contributed to the development of the Mayo Health and Wellbeing Plan 0-3 years (2018-2022) especially:

- The parents/guardians who participated in the focus groups and the online survey
- The administrators of 'MayoMammies'; BreastfeedingMayo; AIRC and Mayo Down Syndrome Facebook pages as well as others who shared the online survey and greatly improved the response rate
- The personnel from services, groups and agencies who took part in the one-to-one interviews and the planning workshop
- Everyone who provided feedback on the draft discussion document

The development of this plan would not have been possible without support from the Healthy Ireland fund and for that we are grateful.





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