

Start Well Greenwich

Children and Young People's
Health and Wellbeing Services 2020

Technology, Innovation
and Outcomes



www.royalgreenwich.gov.uk

David Pinson
**Head of Commissioning &
Health Protection**
**Public Health Lead -
C&YP**



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Agenda

- 9:30 – 10.00 – Registration
- 10.00 – 10.05 – Welcome
- 10:05 – 10.45 – Presentation
- Break
- 11.15 – 11.25 – Presentation
- 11:25 – 12.30 – Table Discussions
- 12.30 – 13.00 – Networking



Children and Young People's Health and Wellbeing Services 2020

- We believe that all children in Greenwich, regardless of their background or circumstances, should have a happy and fulfilled childhood where they belong, grow and succeed so that they enter adulthood ready, willing and able to achieve their highest potential.
- Royal Greenwich currently commissions a number of individual services that support children and their families. We believe we can harness and further strengthen the work of these services by bringing them together within a new model.



Children and Young People's Health and Wellbeing Services 2020

- Through integration, partnership and alignment, we believe we will be able to offer seamless, modern, tailor-made services to children, young people and their families, and identify any issues and offer support at the earliest possible time before they escalate.
- Our future services will need to fully embrace digital technology, data collection and communication in order to meet the challenges of our communities and match their expectations
- Today is part of the consultation programme to develop these services for 2020
- The session today will be focusing on Technology, Innovation and Outcomes



Start Well Greenwich



- Start Well Greenwich is the commissioning programme that will develop the arm of the Greenwich Prevention System (Live Well Greenwich) to support children, young people and their families
- Prevention needs to be delivered at a larger scale and systematically in order to achieve population level impact.
- Improve health & wellbeing through a whole system approach and an integrated system delivery model
- Prevention or early detection and turning the tap down on future demand
- Services working in partnership to deliver shared outcomes
- Outcomes tracked across the services



Our Vision

- Evidence-based innovation – transforming our services for the 21st century
- Service modernisation including service delivery partnerships that share the delivery of outcomes
- Detection and support as early as possible
- Embracing community and peer development opportunities
- Consistent offer across the borough and diversity in provision and take-up.
- Getting the best out of our physical assets



Population – Children and Young People



c.73,000

0 to 18 years old live in RBG (as of 2018*, CYP)



This is 24% of the total population in Royal Greenwich

Children and Young People from BME groups account for over half of all children living in the area; this compares with 22% in the country as a whole

c.43,000 pupils attend a RBG school

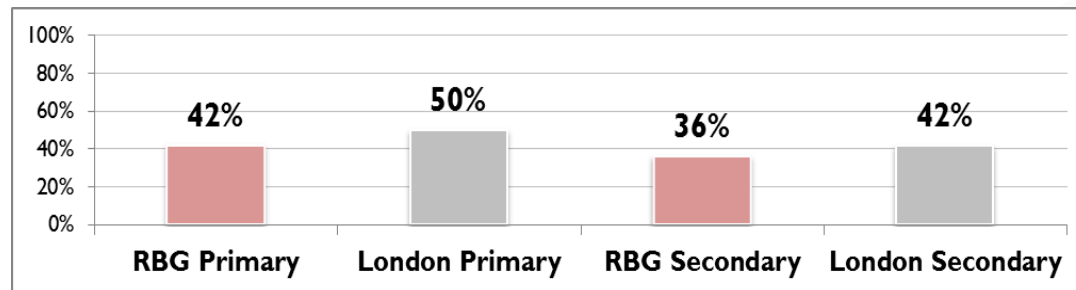
c.4,000 2,3 and 4 years olds access funded childcare places

c.15% of pupils have special educational needs

150+
language

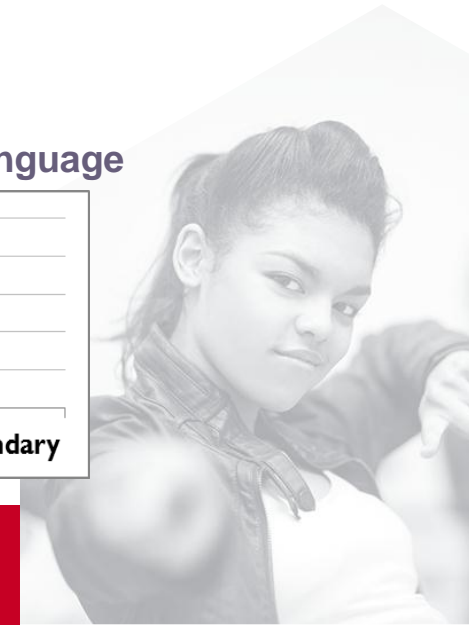


The proportion of pupils with English as an additional language



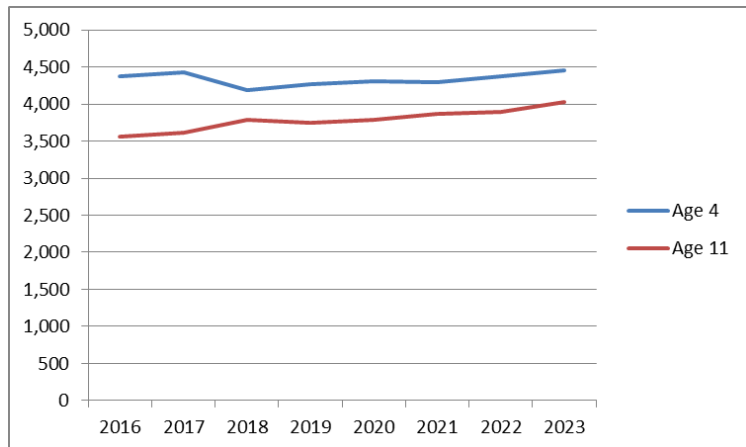
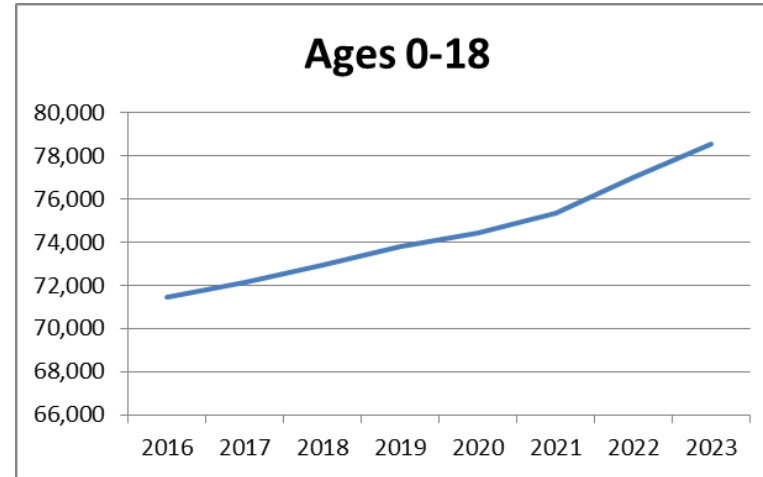
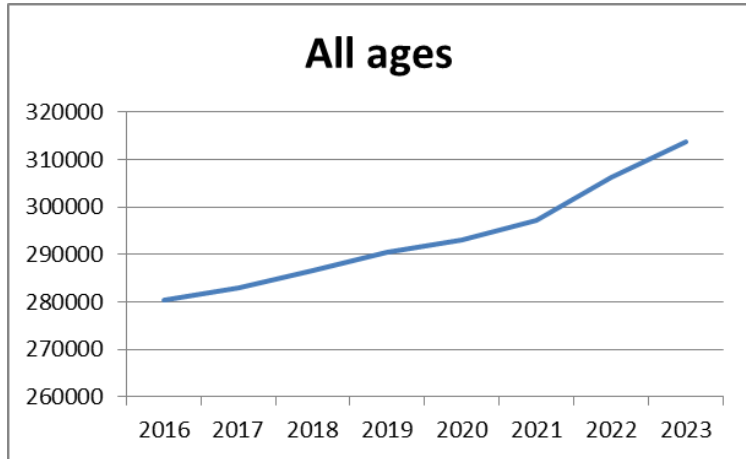
*GLA BPO based projections (June 2018)

**+150 languages are spoken by at least one RBG pupil, the main one after English being Yoruba (c.2,600 speakers; 6% of pupils)



Population projections

The population of Greenwich has seen unprecedented growth in recent years and is projected to continue to grow



% change 2016 to 2023:

All ages: +12%

0 to 18: +10%

4 year olds: +2%

11 year olds: +13%

4 and 11 year old projections feed into school roll projections in terms of planning for current and future pressures



In Greenwich, between
2014 and 2016

63

babies
died in their
first year of life.



(4.6 per 1,000 live births
compared to 3.2 per 1,000 in
London and 3.9 per 1,000 across
England)

Infant mortality
has increased since
2012-14 and is now
significantly worse
than London.

In Greenwich, between
2014 and 2016

27

***children and
young people
(aged 1-17 years) died
prematurely.***

(15 per 100,000) which is higher
than both London and England
(11.5 and 11.9 per 100,000
respectively).



Child mortality has
also increased since
2012-14 and is now
significantly worse
than London.

High levels
of teenage
pregnancy

High levels
of smoking
in
pregnancy

Low levels of
breastfeeding
in young
mothers

High
hospital
admissions

High levels
of
childhood
obesity

What are our challenges?

Domestic
and peer
violence

Poor
mental
health and
wellbeing

Youth
violence and
exploitation

Gap in
educational
attainment

Increasing
secondary
school age
population

What are the key outcomes to achieve?

Best start in life

- Reduced smoking rates in pregnancy
- Improved breastfeeding by young mothers
- Reduced risk of injury and preventable illness

Healthy childhood

- Increased proportion of children with healthy weight
- Good oral health
- Improved mental health and wellbeing
- Reduction in hospital admissions

Achieve potential

- Reduced risky behaviours
- Ensuring all children, particularly vulnerable groups achieve full potential at educational key stages
- Increased ambition
- Increased employment, education and training

Strong parenting

- Increased skills, confidence and quality of parenting – particularly new and young parents and parents of adolescents
- Fewer families are in chaotic environments
- Reduced isolation and strengthening supportive communities



Dave Borland Head of Joint Commissioning. Children's Services



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The new model – which services are in scope?

- Health Visiting (0-4 years)
- Children's Centres (0-4 years)
- School Nursing (5-19 years) including YOS Nursing
- Universal Youth Service (10-18/25 years)
- Universal Youth Summer Programme (10-18/25 years)



The new model

- The new model will encompass significant system change with robust stakeholder engagement – with half-day sessions, focusing on key areas and participation of children and young people and families in the design of services.
- Establishment of Start Well Greenwich, a new prevention system for children and young people, aligned with Live Well Greenwich
- Universal services that encourage access, allows for relationships to be developed, needs to be identified and additional support to provided / accessed at the earliest possible time



The new model

- The delivery of outcomes - shared and tracked between providers
- Maintain our commitment to 1001 Days, but in addition, expand provision across all age ranges from childhood to employment and strengthen adolescent support
- Services based on robust evidence
- Digital technology and communication to be incorporated across all services



What is proposed?

- Integration of Health Visiting and Children's Centres
- Integration of School Nursing and Universal Youth
- Investment in new adolescent services to address key priorities (in and out of school settings)
- Development of social prescribing for children and young people
- New service to be aligned with Early Help and NHS networks
- Interactive, borough-wide digital offer, including a new Digital Passport at the start of secondary school



Digital Passport (1/3)

- All children starting secondary school offered a digital 'passport'
- Provided a login to create an online profile ('passport') on a web based platform (e.g. web-portal)
- Identify needs of the young person through questionnaires and information the child shares with us
- Provide them with tailored information and support ('social prescribing') about school services, community activities and opportunities, health services etc.
- Build a 'digital relationship' with young people, and profile risk
- Incorporate a Help Button, live chat, messaging function to allow access to online support.



Digital Passport (2/3)

- Providers to demonstrate in their bids innovative ways in which the platform can influence behaviour to achieve the outcomes set out earlier
- Incorporated into the broader network of local services available – not stand alone! In particular with the Integrated School Nursing and Universal Youth Service, and the new Adolescent services
- Link to online sexual health services including free condom mail order and chlamydia testing kit
- Providers must work to develop a strong partnership with schools to promote the tool within their setting
- Utilisation of other free to use apps and digital solutions



Digital Passport (3/3)

- Providers will need to provide a development plan, including how they plan to pilot/co-design with young people. Strong bids will demonstrate use of innovative methods such as a hackathon to develop the tool.
- Strongest bids will show partnership between digital experts/organisations and service providers.
- Recognition of the challenge of engaging with young people online and that we want a partner who will work with us to develop and adapt



Use of Digital Technologies

- Recognition that we will be learning together. We want partners to work with us to make Greenwich a model borough for digital delivery for these services.
- Broader use of digital technology in service delivery beyond a digital passport.
- Could be an App version of the Passport but is not a mandatory requirement. Recognition of the challenge of space on phone vs. need to access offline.
- Evidence an understanding of the GDPR implications and how to maximise take up and use in line with data protection legislation.
- We want you to help inform us on what is achievable within the financial constraints.



New Adolescent Services

- Development of new services for adolescent children
- In and out of school settings
- Exploring delivery models such as Peer to Peer, Buddying Schemes
- Innovation balanced with established evidence base
- Includes development of a support offer for parents/carers of adolescent children
- Mixed method approach (face-to-face, digital)
- Focus on 4 key areas
 - Healthy food / healthy weight/ Physical activity
 - Educational attendance and attainment
 - Mental health and wellbeing
 - Risk (drugs and alcohol, exploitation, sexual health, violence)



Quality Assurance

- A quality assurance programme for Start Well Greenwich
- Strengthen the voice of children, young people, parents and carers in service review and development
- Systematic feedback opportunities after receiving services
- Digital solutions
- Mystery shopping



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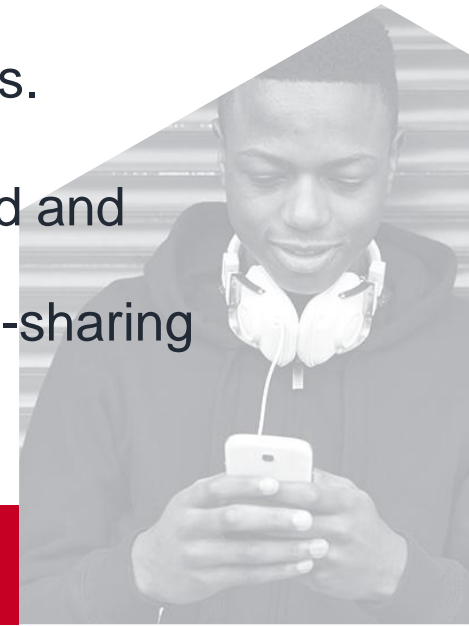


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Technology, Innovation and Outcomes

Proposals

- Integration will mean one contract to deliver both Health Visiting and Children's Centre services
- Integration will mean one contract to deliver both School Nursing and Universal Youth services
- There may be **multiple integrated contracts broken down by geographical area**. E.g. 1 contract for the South of the Borough for an Integrated Children's Centre and Health Visiting Service.
- It is up to providers who you partner with to bid for services.
- Wherever possible services need to be co-located
- Bids will need to demonstrate how the service is integrated and delivered by multi-disciplinary teams
- Partners under the same contract will need to have a data-sharing agreement in place



Technology, Innovation and Outcomes

Proposals

- A digital offer is critical to these services. Bids will need to demonstrate how they have integrated digital technology within service delivery both capturing outputs, outcomes, delivering KPIs, as well as how the service communicates with children, young people and their families
- The digital offer must link with the Digital Passport where relevant
- Digital Passport development must demonstrate engagement with schools to develop the system
- Service access and client communication must include a digital component (for example, wherever there is a need to book an appointment, there must be a facility to do this online.)
- We will expect the service to demonstrate regular review and adaptation based on the data it is collecting. This will need to be in partnership with Start Well Greenwich partners, including schools
- We want the service to work with schools to identify children that are vulnerable and are at risk of poor outcomes, particularly at transition points (primary to secondary)
- We want to focus on outcomes monitoring and only focus on outputs when performance is below target.



Technology, Innovation and Outcomes

- It is up to providers how you develop partnerships and who you do this with
- Bids will need to demonstrate an understanding of the School context and how these services can work effectively and successfully within educational settings.
- Bids will need to demonstrate how they will develop a seamless in and out of school offer.
- Bids will need to demonstrate how they will communicate with schools to make them aware of the school offer and how they can encourage children to engage in it.



Answering questions

Are IT infrastructure costs built into the indicative finance for the integrated services contracts?

Yes. We will require bidders to outline the following:

- The IT system they will be utilising to deliver the service
- The cost of the system
- How the system and the users will capture data efficiently (mobile working, reducing data entry/ double recording)
- How the system will record outputs and outcomes and report against them
- How the system will be linked to automated administration (e.g. self service – booking appointments online, etc.)
- Integrated feedback loops and follow-up
- Integrated quality assurance, linked to reporting
- How the system is linked to national reporting requirements



Answering questions

Tracking is a challenge due to confidentiality. Clarity is required on how it is done and who data is shared with.

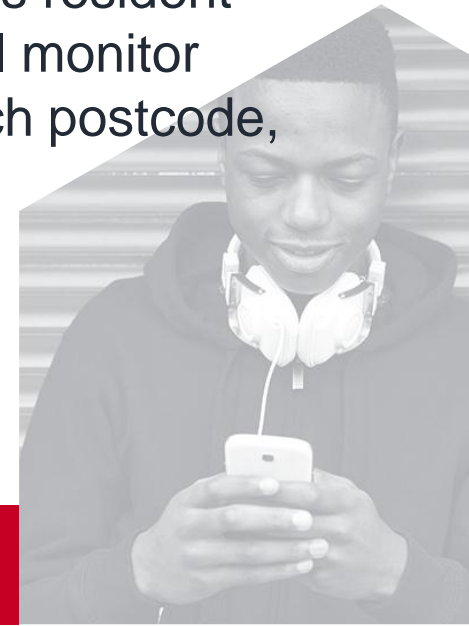
- While tracking will take place on an individual level for services, outcome reporting will predominately occur on an aggregate/anonymised basis.
- Providers will be required to submit case studies in line with consent agreements
- We would like to explore sharing of data to inform tracking of risk and outcomes in line with GDPR



Answering questions

Are services open to those young people from other boroughs who attend schools in Greenwich?

- Services will be open to young people from other boroughs who attend schools in Greenwich.
- As part of the output reporting, we will be monitoring services through take up by Greenwich residents.
- The integrated Health Visiting and Children Centre service is resident based. Non-residents may access CCs, but the contract will monitor registration and participation rates on the basis of Greenwich postcode, as is currently the case.



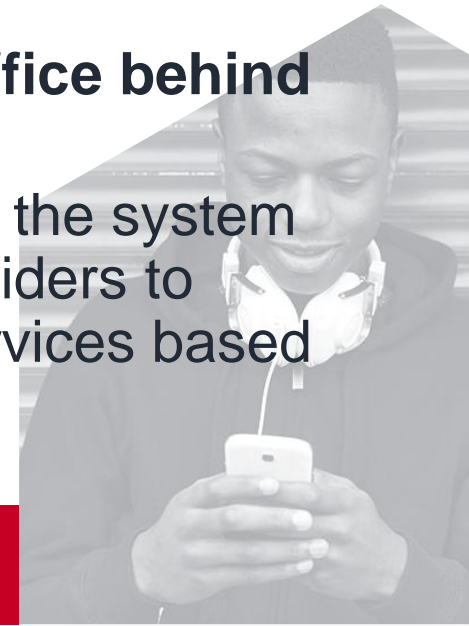
Answering questions

How will the Digital Passport be contractually linked to the Integrated School Nursing and Universal Youth Contract.

- Both specifications will require the successful provider/s to work with each other to integrate the Digital Passport into service delivery
- Strongest bids will show partnership and/or partnership discussions between digital experts/organisations and service providers on how the solution could be integrated. This may mean a joint bid but this is not mandatory.

Will there need to be administration or management office behind the Digital Passport?

- Yes. This will not only need to cover IT maintenance of the system but also need to liaise and communicate with local providers to ensure young people are accessing the appropriate services based on their needs.



Answering questions

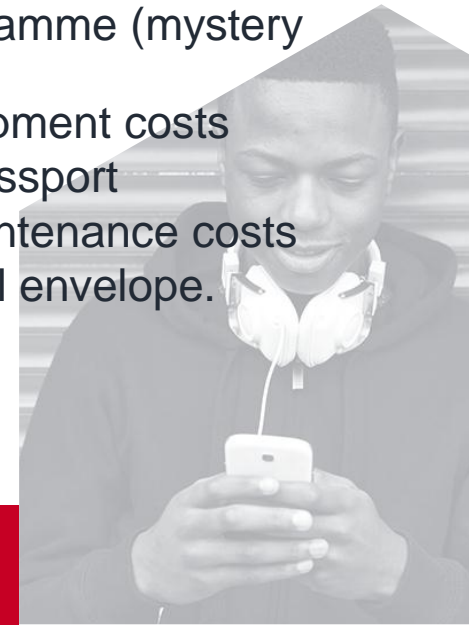
How will you get young people to use the digital offer?

- We are consulting with young people and schools in regard to the digital offer, including what incentives there are for young people to engage.
- We have also been capturing professionals view on what they believe will make the digital offer engaging. Continue to email your views to:

childrens-commissioning@royalgreenwich.gov.uk

Is £500k for Digital Passport a one-off fee or annual?

- £500k is the indicative amount secured annually to deliver the Digital Passport and Quality Assurance programmes.
- In the first year, approximately, £100k towards Quality Assurance Programme (mystery shopping, etc.)
- In the first year, £400k towards the Digital Passport, factoring in development costs
- Year 2, we expect costs to reduce for the development of the Digital Passport
- Bids for the Digital Passport will need to outline ongoing Office and Maintenance costs
- We want you to help inform us on what is achievable within the financial envelope.



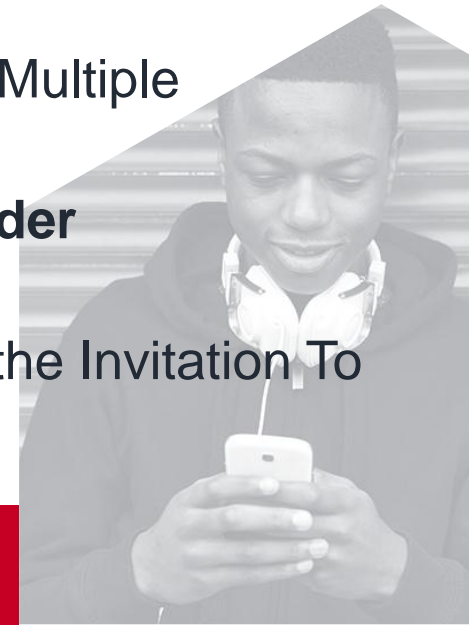
Answering questions

What about families who can't afford smart phone, internet access? How will we ensure that the digital passport is inclusive?

- As with face to face services, we will work to improve take-up where accessibility can present challenges.
- Supporting access through Schools, Libraries and other free online sources is one means of achieving this. We are interested in how providers of the Integrated Service will work to promote online resources including the digital passport.
- Services will be required to monitor engagement by Index of Multiple Deprivation (IMD)

Can a draft specification be made available ahead of the tender submission date?

- RBG will aim to release draft specifications in March prior to the Invitation To Tender in May.



Schedule for the rest of the day

Break now and networking opportunity

The rest of the afternoon

- Outline engagement process and themed sessions
- Finance
- Start Well Greenwich website and portal
- Facilitated table discussions



Break for 20 minutes



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Finance

Service	Indicative per annum budget for service area
Children's Centres, integrating Health Visiting	9,500,000
Universal Youth Service, integrating School Nursing	2,300,000
New adolescent services, incorporating current sexual health outreach and weight management services	1,200,000
Digital Passport and quality assurance	500,000*

We are currently not in a position to confirm final allocations, therefore, these figures are indicative

Finance

Service	Indicative per annum budget for service area
Digital Passport and quality assurance	500,000*

- Recognition that costs will not be evenly distributed across years
- Early IT/Project Management development costs shifting toward back office support and maintenance once established.
- Need to develop relevant back office (non-technical) support for the Passport, including:
 - Managing the help/support button
 - Developing relevant and up to date local content
 - Supporting local practitioners to ensure effective use
- Needs to develop a local connection in order to ensure Passport is linked into local community

Timetable

Action	Start Date	End Date
Stakeholder Engagement Process (Pre-tender)		28/02/2019
Publish Tender	01/05/2019	
Tender Period	01/05/2019	30/06/2019
Award of Contract	01/09/2019	30/10/2019
Mobilisation Starts	01/10/2019	31/03/2020
Start of New Contracts	01/04/2020	

Further engagement sessions

18th Feb 12.30-4pm
Early Years and Integration

25th Feb 12.30-4pm
School-aged years and
Integration

26th Feb 12.30-4pm
Adolescent Services



Start Well Greenwich webpage

- The Royal Borough of Greenwich has just launched a new webpage where interested parties and members of the public can find out more on Start Well Greenwich, including our vision, plans, engagement events and the procurement timetable. You can also download the presentations about the proposals.
- Organisations interested in bidding to deliver the Start Well Greenwich 2020 services will need to register on the Royal Borough of Greenwich e-tendering site to ensure that they receive all future communications regarding the engagement and tendering process;

Start Well Greenwich webpage

- https://www.royalgreenwich.gov.uk/info/200234/children_young_people_and_families/2092/developing_future_health_and_wellbeing_services_for_children_and_young_people



Where to send your questions and comments

Feedback to Joint Commissioning Team email:
childrens-commissioning@royalgreenwich.gov.uk

- Ideas for innovative services and models
- Ideas for how to measure the success of the service
- Ideas of effective use of digital platforms
- Ideas on integrated models of service delivery

We will post our responses to questions at:
<https://royalgreenwich.proactishosting.com/>
(You will need to register or login)



Facilitated Table discussions

- Each Table has a Facilitator and Scribe
- Questions on each of your tables to discuss
- Your views and ideas will inform development of the specification and tender along with further feedback from engagement sessions, children and young people and their families
- We're capturing your questions
- Don't worry – No volunteers to feedback



Table discussions



Table discussion - questions

- What is realistic to achieve for the funding set out for Digital Technology and Quality Assurance?
- What are key functions that we should expect to be digitised/online e.g. booking appointments?
- How do we support services to embrace new technology?

Digital Passport

- How do we approach data sharing and consent for young people to enrol on the platform?
- What minimum standards should we expect from a provider delivering the Digital Passport

