



Introduction

The Healthy Child Quality Mark (HCQM) programme is a Plymouth-based evolution of the previous National Healthy Schools Award and builds upon the South West Healthy Schools Plus initiative which was piloted over the period 2009 - 2011. The Healthy Child Quality Mark is a three tier development tool (Gold, Silver & Bronze), which continues to give schools a framework to plan, deliver and measure healthier behaviour change but also makes the whole process more user-friendly to schools. The activities within the HCQM process also are capable of effecting Health & Wellbeing behaviour change in pupils' parents / carers.

Healthy Child Quality Mark Areas of Focus are:

Healthy & Active Body

(Healthy Food Promotion & Education and Physical Activity)

P.S.H.E.E., Citizenship and Ofsted SMSC (Social, Moral, Cultural and Spiritual Development)

(Personal Safety & Risk-Taking, Student Voice, Global, Environment and Financial Perspectives)

Reducing Substance Misuse

(Drug Education, Smoke Free Schools, Alcohol and Legal & Illegal Drug Misuse)

Promoting Health through Relationships and Sex Education

(R.S.E., addressing abusive/coercive relationships, Reducing Under 18 & 16 Conceptions, Reducing Communicable Diseases)

Emotional Health, Mental Health & Wellbeing

(Positive Behaviour, Anti-Bullying, Good Mental Health, eg. addressing eating disorders)

Adult Health & Wellbeing and Whole School Ethos

(Health & Wellbeing Promotion, Staff Support and Sustainable Travel Choices)

Schools provide a portfolio of evidence of their work in these areas and this is assessed by a Quality Assurance Network comprising professionals from a range of health and wellbeing agencies across the city. If the minimum standards are met the school is awarded the Bronze Level. For the Silver Level award schools must engage in a focussed piece of work aimed at for example, reducing levels of obesity among a certain group of children or indeed the whole school. Gold Level is achieved when the school can provide evidence that it is having an impact on neighbouring schools and settings or elsewhere in the local community.

Currently almost 60% of all schools in Plymouth are either working on this programme or are about to sign up. *The Healthy College Quality Mark has also been developed alongside the HCQM with PCAD & City College Plymouth currently working towards the achievement of the Healthy College QM Bronze award.* . Our aim is to have all of Plymouth's schools involved within the next two years and subsequently to begin working with Early Years Settings. This future development is contingent upon extra capacity being made available in the next few months from teams in the Education, Learning and Family Support team as well as Plymouth Community Healthcare's Health Improvement Team. There is funding in place to support this work only until March of 2014 with a verbal commitment to support for a further year ('14-'15) from CYP Commissioning and Public Health both of whom, along with schools income, currently support the temporary post which is the driving force behind the programme. The post-holder provides consultancy, guidance and referral routes to schools and is employed within Plymouth City Council's Health, Wellbeing and Citizenship Team.

HCQM Strategic alignment

The programme supports identified priority areas within the following:

NEW Devon Integrated Commissioning Plan

- *Healthy people living healthy lives in Healthy communities:* through a focus on improving the health of school aged children and young people in a healthy school based setting
- To shift the focus of investment to address prevention and health promotion: This programme ensures that schools are supported to and recognised for improving health with a focus on emotional health and wellbeing, physical activity, nutrition, Personal Health and Social education including sexual relationships education in line with the Healthy Child Programme 5-19 and current NICE guidance.
- Links to Joint Health and Wellbeing strategies through lifestyle choices with attention to the key determinants of health particularly alcohol, sexual health, access to screening, physical activity and hypertension
- The aim is for a model of clinical commissioning that genuinely and consistently works with wider partners and communities to achieve better health and wellbeing, empowerment, and quality care and treatment for individuals and families, in all walks of life and no matter where they live in NEW Devon: This aim is for this programme to be funded through a tripartite contribution from local authority, school participation by directly buying into the scheme and through health contribution.

PCC Corporate Plan : CARING PLYMOUTH-

- We will promote a fairer, more equal city by investing in communities, putting citizens at the heart of decision-making, promoting independence *and reducing health and social inequality.*

Plymouth Health, Wellbeing and Social Care Strategy 2008-2020 - Health promotion and prevention:

- To increase investment in order to *address prevention and health promotion.* Specific areas identified included are, obesity, breast-feeding, physical activity, risk taking in young people.

HCQM Benefits

Population: The programme focuses on a significant proportion of the population, being aimed at school-aged children / young people. Currently 21,171 C&YP are in HCQM schools and 19,447 students in HCQM F.E. colleges.

Local needs assessment has shown significant population health issues related to this group in terms of obesity, substance misuse (including alcohol and tobacco), sexual health, teenage pregnancy and emotional health and wellbeing. In terms of obesity for example in 2011/12 14.8% of Reception Year were overweight and a further 9.3% were obese. For year 6, 14.6% were overweight and a further 19.6% obese. All data indicates a disproportionate number of overweight children in our most deprived neighbourhoods.

ChiMat local area profiles show that Plymouth is significantly worse than the national figures for children living in poverty, uptake of free school meals, overweight children in reception, participation in 3 hours sport, teenage conception rate, young people smoking and using other drugs including alcohol and so called 'legal highs', pupils who say they have been bullied and hospital admissions for mental health conditions. Again there is a geographical pattern to these indicators across the city with a clear 'east-west' inequality in their distribution. A strength of the HCQM programme is that schools from across all neighbourhoods but particularly those in the central and western areas are engaged (see Appendix A) in both Bronze and Silver Level work.

Evidence also shows that creating healthy school environments, whole school based approaches to health and positive health behaviours, learned and modelled in early life, are more likely to be practised in later life thereby contributing to primary prevention within childhood, adolescence and adult life.

Through the original Healthy Schools Programme, 35,518 C&YP were in schools which engaged to increase health and wellbeing, increasing health literacy.

Continuing the programme and engagement of schools in HCQM Bronze Level activities will help maintain this momentum.

The Healthy Schools Plus programme (the pilot scheme for HCQM, funded by the then SW Regional Health Authority) reached 50% of Plymouth schools, those with highest numbers of free school meals, ie. 18,887 children & young people. Targeted work aimed at the most vulnerable within the schools led to changes in the following areas:

- Obesity: 1933 children and young people showed positive behavioural changes or increased knowledge and awareness within this area
- Reducing Substance Misuse: 172 children and young people showed positive behavioural changes or increased knowledge and awareness within this area
- Building Emotional Health and Wellbeing: 1250 children and young people showed positive behavioural changes or increased knowledge and awareness within this area
- Reducing Under 18 Conceptions: 151 children and young people showed positive behavioural changes or increased knowledge and awareness within this area

Inequalities: Obesity, emotional health, substance misuse and teenage pregnancy all show marked inequalities across the City. Outcomes demonstrated through Healthy Schools Plus and its targeted work has shown that positive changes can be made in these areas. *There are also clear links between health and academic attainment and of course one of the cornerstones of reducing inequalities is improving academic attainment.* Early indications from HCQM Silver Level projects (see Appendix B) suggest actual and potential reduction in city wide inequalities in some of the indicators listed above – especially smoking and obesity. There is clear potential to develop and refine the work especially in terms of multi-agency buy-in and mainstreaming, more focussed measurement of observed behavioural and other health-related changes and of course extension into Early Years as well as adult settings.

In summary, the Healthy Child Quality Mark programme is actually and potentially a key driver for the reduction of health and related inequalities across the city. It promotes positive health messages among Plymouth's children, young people and parents and in so doing lays a foundation upon which an improved quality of life for all becomes much more attainable.

Recommendation – that Plymouth City Council undertakes to 'mainstream' the HCQM by agreeing to commit funding to support the work beyond March 2014 and to commit to widening engagement with the programme in two ways-

1. Adopt the Healthy Child Quality Mark as the Council's preferred Health and Wellbeing Quality Assurance framework for children and young people (and adults linked with them – eg, school staff, parents)

2. Recommend to relevant service managers and partners across the city (see membership of Quality Assurance Group below) that where appropriate and relevant, HCQM be prioritised in their service delivery plans and capacity be made available to support HCQM Silver/Gold level work in particular schools and settings.

Karl Sweeney
Leadership Adviser – Health, Wellbeing and Citizenship
Schools and Settings
Education, Learning and Family Support
Plymouth City Council

October 2013

APPENDIX A

Healthy Child Quality Mark – October '13 Schools List

Cohort One (2011-2012)

School	Current Stage	Signed Up For	CCG Locality
1. Oakwood Primary School	Working Towards Bronze	Bronze & Silver	NW
2. Beechwood Primary School	Working Towards Bronze	Bronze & Silver	NW
3. Marlborough Primary School	Achieved Bronze	Bronze & Silver	SW
4. High View Primary School	Achieved Bronze	Bronze & Silver (Gold)	SE
5. Woodford Primary School	Achieved Bronze	Bronze & Silver	PLYM
6. Plympton St Maurice Primary School	Achieved Bronze	Bronze & Silver	PLYM
7. Chaddlewood Primary School	Achieved Bronze	Bronze & Silver	PLYM
8. Montpelier Primary School	Achieved Bronze	Bronze & Silver	CNE
9. Morice Town Primary School	Working Towards Bronze	Bronze	SW
10. Victoria Road Primary School	Achieved Bronze & Gold	Bronze, Silver & Gold	NW
11. Whitleigh Primary School	Achieved Bronze	Bronze & Silver (Gold)	NW
12. Compton CofE Primary School	Working Towards Bronze	Bronze & Silver	CNE
13. Yealmpstone Farm Primary School	Achieved Bronze	Bronze & Silver	PLYM
14. Widey Court Primary School	Achieved Bronze	Bronze & Silver	CNE
15. Kings Independent School	Achieved Bronze	Bronze & Silver	CNE
16. Keyham Barton RC Primary School	Working Towards Bronze	Bronze & Gold	SW
17. Riverside Primary School	Working Towards Bronze	Bronze	NW
18. Glen Park Primary School	Working Towards Bronze	Bronze & Silver	PLYM
19. Salisbury Road Primary School	Working Towards Bronze	Bronze (Gold)	SE
20. St Paul's RC Primary School	Working Towards Bronze	Bronze	NW

21. Plympton St Mary Infant School
22. Plaistow Hill Infant & Nursery School
23. Brook Green Centre For Learning
24. Longcause School
25. Courtlands School
26. Sir John Hunt Community College
27. Plymstock School
28. All Saints Academy Plymouth
29. Marine Academy Plymouth
30. Stoke Damerel Community College
31. Ridgeway School
32. Plymouth College of Art & Design
33. Shakespeare Primary School

Achieved Bronze	Bronze & Silver	PLYM
Achieved Bronze	Bronze & Silver	NW
Achieved Bronze	Bronze, Silver & Gold	NA
Achieved Bronze	Bronze (Silver)	NA
Achieved Bronze	Bronze & Silver (Gold)	NA
Achieved Bronze	Bronze & Silver	NW
Achieved Bronze & Gold	Bronze & Gold	PLYM
Achieved Bronze	Bronze	SW
Working Towards Bronze	Bronze & Silver	NW
Achieved Bronze	Bronze & Gold	SW
Working Towards Bronze	Bronze & Silver	PLYM
Piloting Bronze	Bronze	N/A
Working Towards Bronze	Bronze	NW

Cohort Two (2013-2014)

1. Pennycross Primary School
2. Mayflower Primary School
3. A.C.E. Secondary
4. A.C.E. Primary
5. A.C.E. Hospital, Young Parent & Enhanced Support
6. Tor Bridge Primary School
7. Tor Bridge High
8. Knowle Primary School
9. Prince Rock Primary School
10. Stuart Road Primary
11. Weston Mill Primary School
12. St Peters CofE
13. City College Plymouth
14. Drake Primary School

Working Towards Bronze	Bronze	CNE
Working Towards Bronze	Bronze	SW
Working Towards Bronze	Bronze	N/A
Working Towards Bronze	Bronze	N/A
Working Towards Bronze	Bronze	N/A
Started	Bronze & Silver (Gold)	CNE
Working Towards Bronze	Bronze & Silver	CNE
Just Signed Up	(Gold)	NW
Just Signed Up	(Bronze)	SE
Working Towards Bronze	Bronze	SW
Working Towards Bronze & Silver	Bronze, Silver & Gold	NW
Just Signed Up	Bronze	SW
Working Towards Bronze	Bronze	NA
Pulled Out due to Funding	N/A	SW

15. Manadon Vale Primary School	Just Signed Up	(Bronze)	CNE
16. Austen Farm Primary School	Working Towards a Bronze	Bronze (Gold)	CNE
17. Mount Street Primary School	Just Signed Up	(Gold)	SE
18. Notre Dame School	Working Towards Bronze	Bronze & Silver	NA
19. Mary Dean Primary	Just Signed Up	Bronze (Gold)	NW
20. Cathedral	Starting Now	Bronze (Gold)	SW
21. Holy Cross	Starting Now	Bronze (Silver)	SW
22. St Peter's RC	Just Signed up	Bronze (Gold)	SW
23. Ernesettle Primary	Working Towards Bronze	Bronze	NW

Colour code-

Primary

Secondary

Special Sch

College

APPENDIX B

HCQM Silver/Gold Level Work as of Sep '13

High View Primary School	Working Toward Silver Level	<ol style="list-style-type: none"> 1. Improving the Nutritional Content of Packed Lunches 2. Increasing awareness of road safety and dangers associated with crossing the road.
Plympton St Maurice Primary School	Working Toward Silver Level	<ol style="list-style-type: none"> 1. Improving the Nutritional Content of Packed Lunch 2. Learning In the Natural Environment (LINE), introduction of new garden and nature areas
Chaddlewood Primary School	Working Toward Silver Level	<ol style="list-style-type: none"> 1. Emotion Health and Wellbeing: Increasing the number of pupils who have positive lunchtimes 2. Adult Health & Wellbeing (Developing Staff Relationships)
Victoria Road Primary School	Achieved HCQM Bronze Achieved HCQM Gold	<p>Silver Projects:</p> <ol style="list-style-type: none"> 1. Improving the Nutritional Content of Packed Lunches 2. Learning In the Natural Environment (LINE), Improving provision and increasing participation. <p>Gold Project:</p> <p>Decrease the number of negative behaviour incidents during the lunch-time period (The Budo's Project)</p>
Kings Independent Primary School	Working Toward Silver Level	<ol style="list-style-type: none"> 1. Increasing the number of pupils eating school meals (installation of new kitchen facilities, promotional work and pupils consultation) 2. Learning In the Natural Environment (Increasing the Number of Children who have opportunities to grow, prepare and cook healthy food)

Weston Mill Primary School	Working Towards HCQM Bronze/Silver	<ol style="list-style-type: none"> 1. Emotional Health and Wellbeing – Increasing the number of pupils who receive targeted support – Domestic Violence 2. Reducing Obesity – Introduction of the Healthy Lives Programme (Increasing Physical Activity, Healthy Food Choices and Decreasing Screen Time)
Plaistow Infant & Nursery School	Working Toward Silver Level	<ol style="list-style-type: none"> 1. Reducing Drug Misuse – Decreasing the number of children exposed to secondary tobacco smoke (working with parents who smoke) 2. Reducing Obesity - Increasing the number of pupils who take part in physical activity 3. Emotional Health & Wellbeing – Increasing the number of pupils who engage in positive activities with their parents / carers
Brook Green Centre For Learning	Working Toward Silver Level	<ol style="list-style-type: none"> 1. Emotional Health & Wellbeing - Increasing the number of students who know the dangers of risk taking behaviours – Gangs, Knives, Violence 2. Emotional Health & Wellbeing – Increasing the number of student who have good self-esteem and a positive body image 3. Reducing Obesity
Widey Court Primary	Working Toward Silver Level	<ol style="list-style-type: none"> 1. Increase No. of pupils who receive sun safety education (Increase No. of pupils who understand the dangers associated with exposure to the sun). 2. Drug Policy & Provision Review
Marlborough Primary	Working Toward Silver Level	<ol style="list-style-type: none"> 1. Improving the Nutritional Content of Packed Lunches 2. Increasing No. of children who understand the dangers of smoking
Stoke Damerel CC	Silver Level	<p>GOLD Projects</p> <ol style="list-style-type: none"> 1. Increase the No. of C&YP who take up and are aware of school based health and wellbeing support.

		2. Decrease the No. of staff who regularly smoke.
Plymstock School	Achieved HCQM Bronze & Gold	Gold Project Increase number of students who feel supported with their emotional health, regarding service families.
St Peter's CofE Primary	Working Towards HCQM Bronze/Silver	1. Increasing No. of children who understand the dangers of smoking
Woodford Primary School	Achieved HCQM Bronze/Silver	1. Drug Education Policy and Provision Review 2. R.S.E. Education Policy and Provision Review

12 Schools are currently (October 2013) working on Silver Level projects . Those not listed here are in the process of choosing their silver Level focus following the HCQM Bronze Auditing Process.

Shortly, another 12 schools will achieve the HCQM Bronze, 8 schools will achieve the HCQM Silver and 1 school will achieve HCQM Gold -all subject to approval of the **HCQM Quality Assurance Network** . This comprises representatives from the following –

PCC Schools and Settings – inc. International Schools, Narrowing the Gap - Health, Life Education Centre, Outdoor Ed Team, Tech for Ed
PCH Health Improvement team
PCC Education Welfare Team
Head Teacher representatives
Child and Adolescent Mental Health services (CAMHS)
PCC Education Catering Team
Public Health
PCC Commissioning for CYP
School Nursing Team
Peninsula Medical School – Dental
Sustainable Futures

PCC Environmental Health
Tobacco Control Group
Harbour
PCC Transport & Highways (Plymouth Road Safety Partnership)
Plymouth School Sports Partnership
PCC Youth Services