

Feel Better, Do Better

Thrive Plymouth in Schools

Director of Public Health | Annual Report 2017



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Thrive
PLYMOUTH

Feel Better, Do Better

Foreword

For my first annual report as Director of Public Health, I have chosen to highlight Thrive Plymouth. Every year since its launch in 2014, we have focused on a different group, setting or community. In year one we engaged with workplaces, for year two our focus was schools and in year three, we localised the national campaign 'One You' to Plymouth.

The aim each year is to create a wave of new energy building on the last. As one of my colleagues so aptly described it; "Thrive Plymouth is like launching ships. Each year another ship is launched and sails off, so that at the end of the ten years we will have a fleet of ships all sailing in the same direction."

This report will feature the year when Thrive Plymouth focused on schools. I am struck by how closely their work fits with the three key approaches of Thrive Plymouth. Schools and partners have recognised the impact of the common risk factor of poor mental health on a wide range of outcomes for children, including health and attainment, and have worked together to address this, by developing whole-school approaches for mental wellbeing and co-commissioning services in secondary and special schools. Schools have been working to create healthy environments, for example, through learning in the natural environment, creating healthy dining experiences or opening their doors for partners to deliver a range of health interventions directly to the children. All the activities undertaken for the Healthy Child Quality Mark demonstrate how each school's work when taken together really adds up.

It is not possible to represent all of the work that goes on every day within our Plymouth schools to support the health and wellbeing of children and young people, and therefore the ambitions of Thrive Plymouth. I hope that, by sharing just some examples, you will appreciate how these efforts are delivering real impacts for children, young people, their families and their staff. I also hope you feel inspired to support our increasing fleet of Thrive Plymouth ships to continue the journey toward better health outcomes for all our children and young people.

And continue this journey we must...

Childhood and adolescence are a critical time when life-long behaviours are laid down. Results from the health and wellbeing surveys undertaken within our secondary schools show us that we are making welcome progress on some measures. Nevertheless, there is still more to do whilst marked inequalities in the experiences and outcomes of children and young people from different communities remain.

Evidence tells us that schools are a key asset in enabling children and young people to develop positive aspiration for health. It also tells us that health, wellbeing and attainment are inextricably linked in a "virtuous cycle", where healthy children and young people feel better and do better, and children who do better have better health and life chances. The school setting offers an unsurpassed opportunity to effect positive change that can last a lifetime. This is strongly recognised and we will continue our work with schools to support them in this.

What next for Thrive Plymouth? Our partnership work around Thrive Plymouth has emphasised the importance of mental wellbeing. This underpins much of our ability to effect change, adopt healthy behaviours and achieve our aspirations in life. In recognition of this, the Thrive Plymouth launch this year will focus on mental wellbeing. I hope that you will join us on this journey.

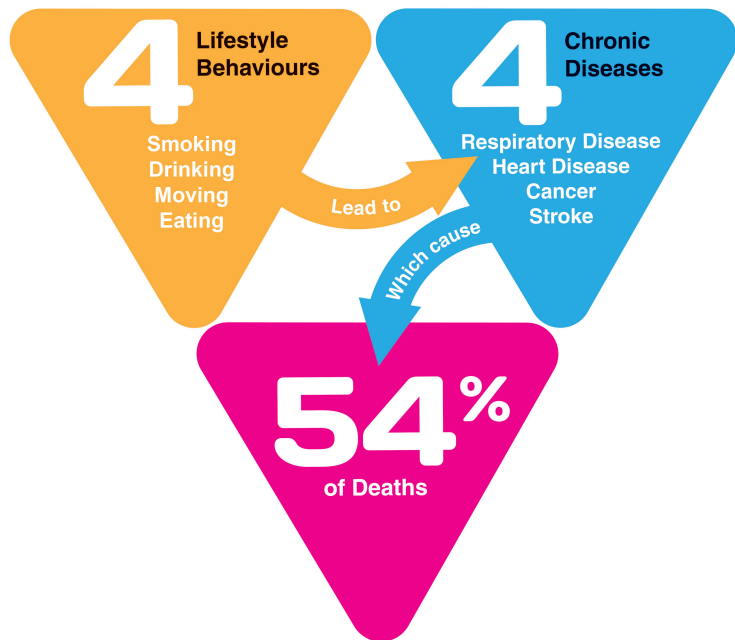


Dr Ruth Harrell
Director of Public Health,
Plymouth City Council

A handwritten signature in blue ink that reads "R Harrell".

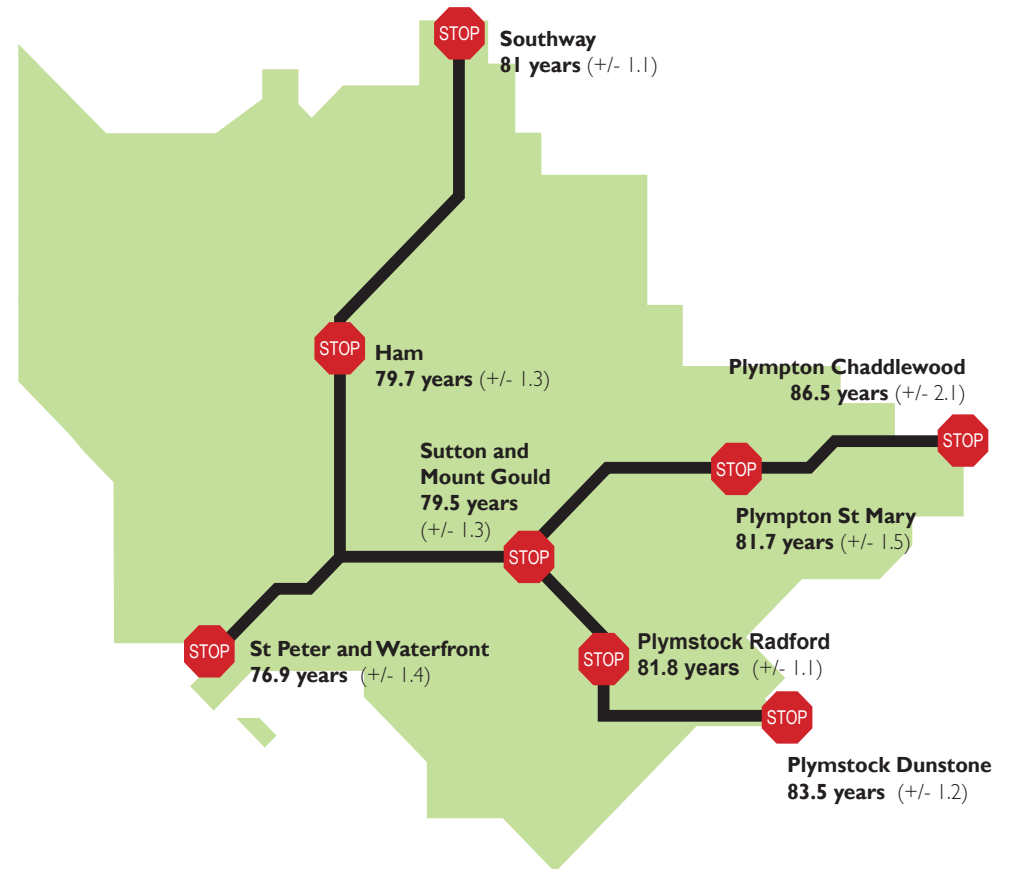
1 Introduction to Thrive Plymouth

Thrive Plymouth is the city's ten year programme to get everyone working together to improve health and wellbeing in Plymouth and narrow the gap in health status between different people and different communities. The things that cause us the most ill health largely result from what we eat and drink, whether we smoke and how active we are.



These four behaviours are more common in some communities than others and so are the diseases that they cause. This means that some people and communities in our city experience greater levels of ill health in their lives and are more likely to die younger. Neighbourhoods just a few miles apart can have life expectancy figures varying by years. Closing the gap is crucial to creating a city where an outstanding quality of life is enjoyed by everyone. Thrive Plymouth's aim is to create collective action focusing on enabling and encouraging positive choices for health.

Plymouth's life expectancy bus route 2012-14



How will we do it?

Thrive Plymouth is taking three approaches

Population level prevention is about the whole population making positive changes. This is because lots of people with a small risk of getting a disease can lead to just as much ill health as a small number of people with a large risk. So everyone making even a small change to be healthier will help Plymouth thrive.

Common risk factor acknowledges that one risk factor or unhealthy behaviour can be the basis of many diseases and that often several of these unhealthy behaviours cluster in individuals and in less affluent groups. Focusing on these common risks and how they cluster is more efficient and effective than just focusing on one.

Context of choice acknowledges that despite an understanding of what is unhealthy, and good intentions to be healthier, change is hard to achieve. This is because we all make choices in settings that we often don't control, where the healthy choice can be harder than the unhealthy one. We want our environments to be a place where the healthy choice is the easy one.

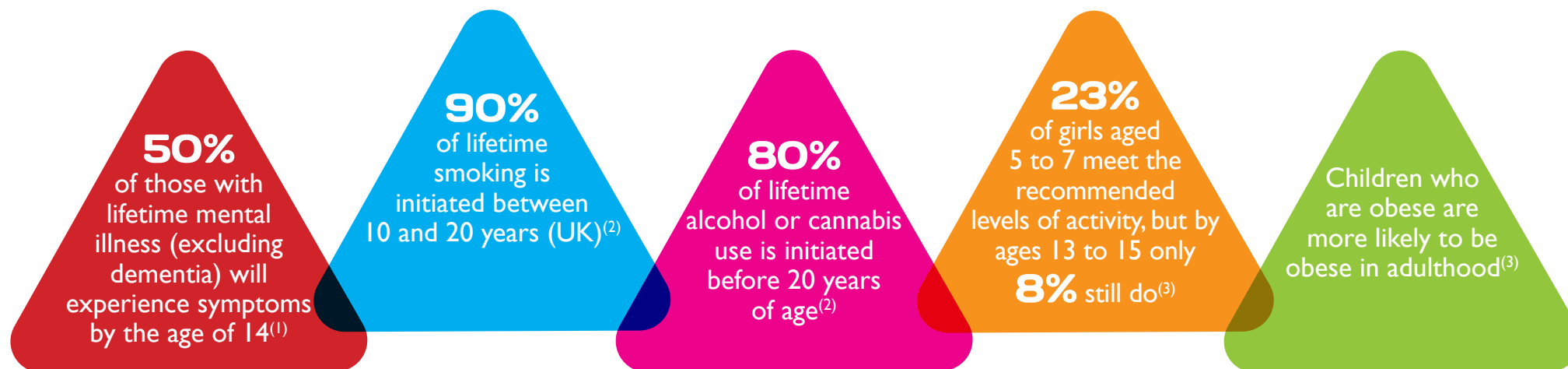
Since Thrive Plymouth began, we have recognised the importance of mental wellbeing, and of taking an approach that not only seeks to improve the four key Thrive Plymouth behaviours, but also aims to improve mental wellbeing. This recognises that better mental wellbeing makes it easier to make better decisions about how we can improve our health and if we are free from tobacco, drink less alcohol, are physically active and eat healthily, we will feel better now, and live healthier and happier lives.

The Plymouth Plan, our city's single, integrated and holistic strategic plan owned by the City Council and its partners, sets out the strategic direction that will enable these improvements in the population's health. The 'Healthy City' describes the approach we are taking to developing the city to support the health of its population, such as:

- ▶ Health promoting natural and built environments, where healthy choices are available (such as active travel)
- ▶ Building strong and safe communities with decent homes for all
- ▶ Enabling everyone to play an active role in their communities, through the arts, culture and other activities
- ▶ Lifelong learning opportunities, open to all
- ▶ Growing a vibrant economy, providing quality employment and social opportunities
- ▶ And, through integration of our health and wellbeing budgets across the city, ensuring that people receive the right care at the right time to support their health and wellbeing.

2 Why Thrive Plymouth is important for Children and Young People

The school years are a critical phase in the life course. Children and young people are beginning to experience wider environments beyond the home. Adolescence is the most significant part of the life course for starting health behaviours that affect future health chances, with evidence that these behaviours track strongly into adulthood.



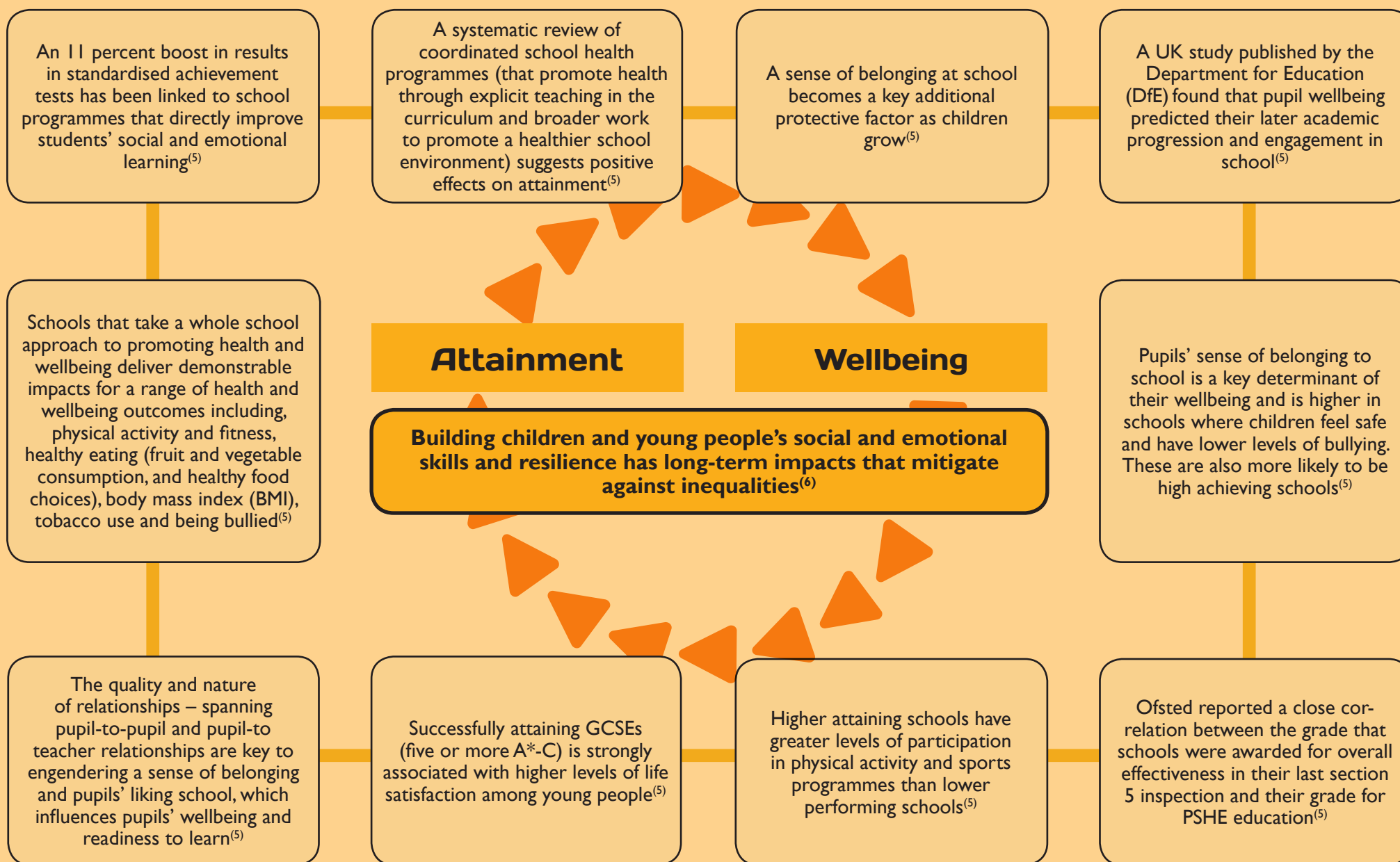
The understanding that health and attainment are intimately entwined is intuitively known by many people working within schools. They recognise that good health underpins a child's or young person's ability to flourish, manage risk and achieve as they grow up, and that a child that achieves and prospers is likely to have better health. The recognition of this link is now reinforced by the inclusion of judgement areas for health and wellbeing in the OFSTED inspection framework (2015).



"Promoting physical and mental health in school creates a virtuous circle reinforcing children's attainment and achievement that in turn improves their wellbeing, enabling children to thrive and achieve their full potential."⁽⁴⁾

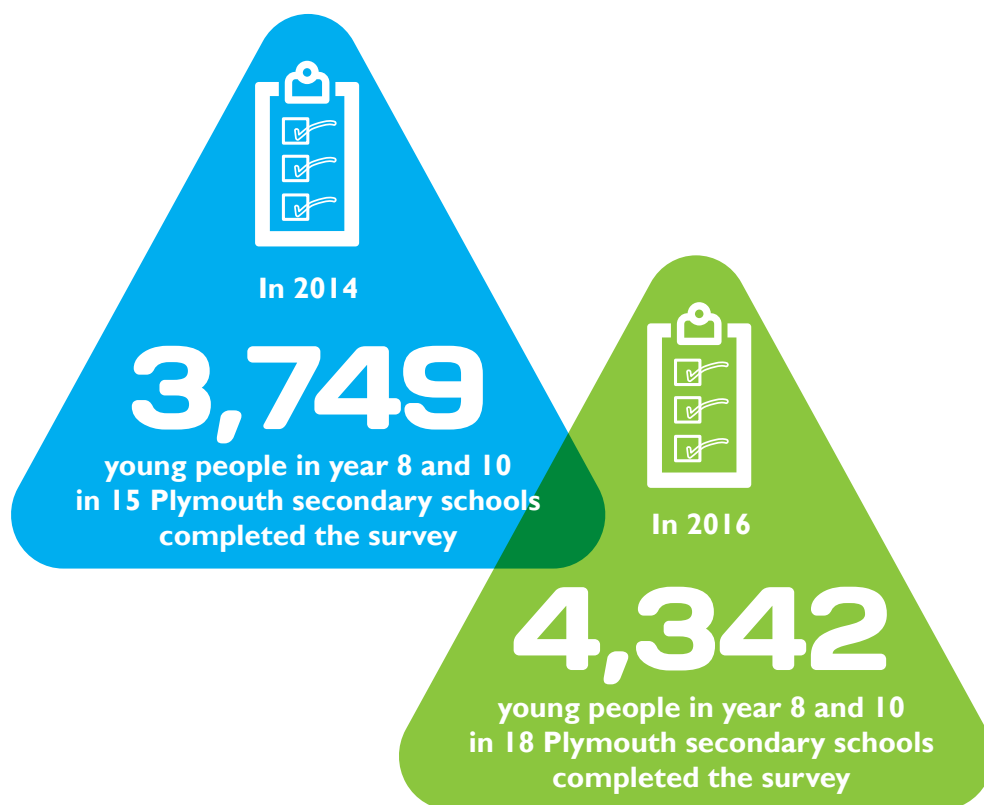
Evidence shows that schools can have a significant impact on determining the future health and life chances of children and young people, by creating health promoting environments and supporting children and young people to develop the knowledge, skills and habits for positive health.

A robust and growing evidence base now confirms that healthy children and young people are more likely to feel better and do better.



3 Health and Wellbeing of Children and Young People in Plymouth

Schools and the Public Health team (Plymouth City Council) are working together closely to understand the health and wellbeing of children and young people in Plymouth. In 2014 we worked with secondary schools in Plymouth to undertake the Schools Health Related Behaviour Survey¹ for Years 8 and 10 pupils (aged 12-13 years and 14-15 years respectively), and in 2016 we repeated the survey. We are now working to adapt the survey for use in special and primary schools.



¹ The Schools Health Related Behaviour survey, developed by the School Health Education Unit, has been developed over 30 years by health and education professionals, and over a million school children have taken part.

What does the survey tell us about Thrive Plymouth behaviours for young people?²

The results provide a snapshot of what life is like for young people in Plymouth. Information arising from the survey has been used:








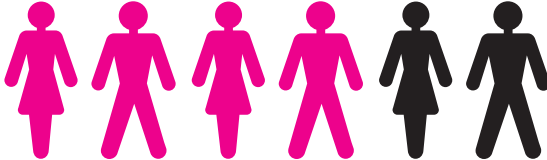


- ▶ By schools to identify their own areas of good practice and priority areas
- ▶ In the classroom as the stimulus for discussion with young people
- ▶ To identify patterns across the city and inform commissioning and planning of services
- ▶ To tell us about the Thrive Plymouth behaviours

Five measures have been selected to be headline indicators for Thrive Plymouth behaviours. The results show us that between 2014 and 2016 there was a statistically significant improvement relating to drinking, the indicators for moving and smoking both improved (but are not significant), the position for healthy eating remains unchanged and the measure for mental wellbeing shows a statistically significant worsening.³

Only one in six young people surveyed consumed the recommended five portions of fruit and vegetables on the previous day, and about a third of young people were not exercising regularly. Importantly, around a third scored “low” or “medium-low” for self-esteem.

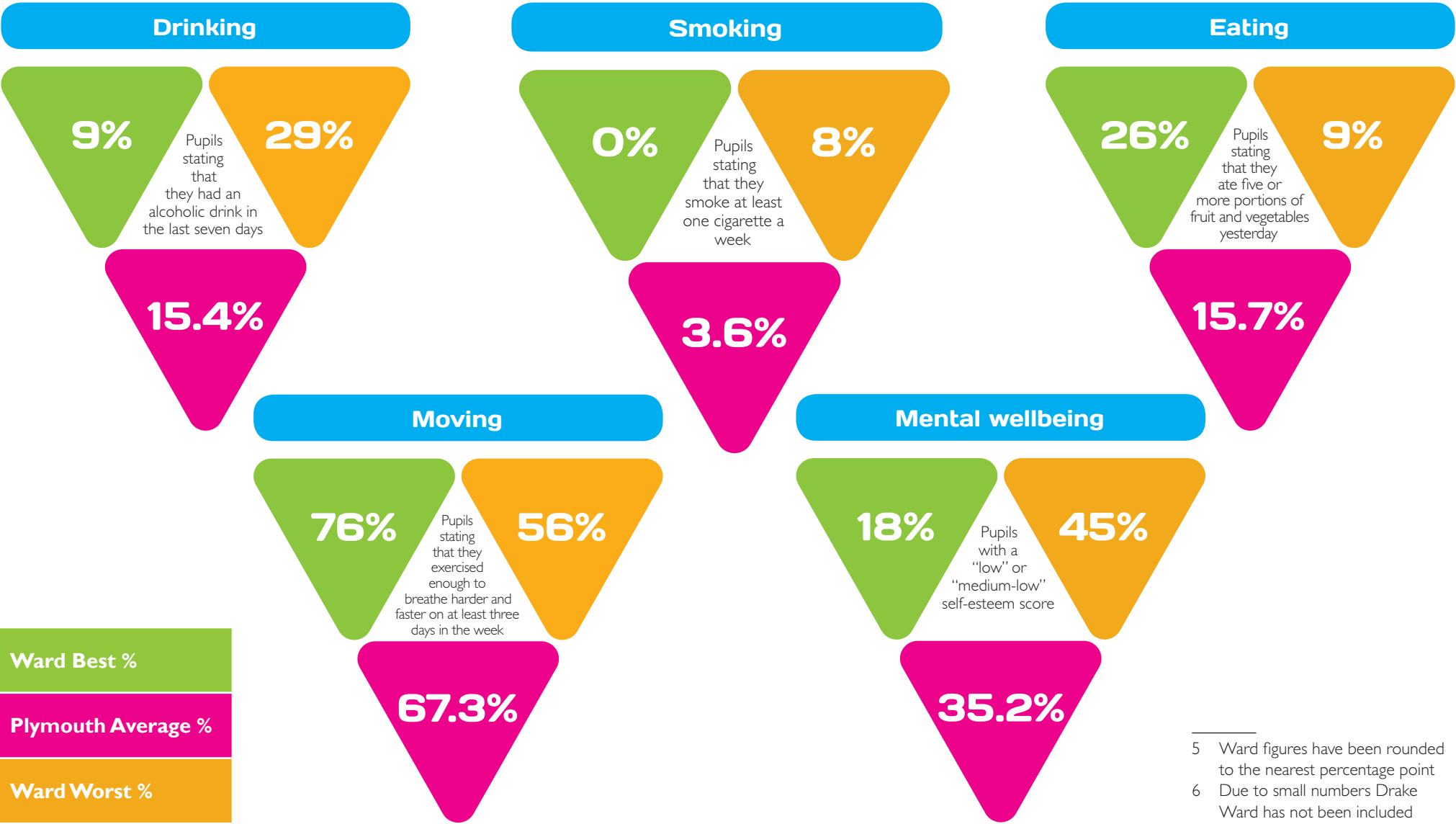
² The results for this section are based on responses from young people who live in Plymouth and attend Plymouth schools. Results from pupils who live outside Plymouth but attend Plymouth schools have not been included in the analysis.

³ Confidence intervals have been calculated using Wilson School Method (rounded to two decimal places) and indicator is classed as significantly different when the confidence intervals for 2016 do not overlap the previous value for 2014.

Lifestyle behaviour		Proxy measure	2014	2016	
	Drinking	Pupils stating that they had an alcoholic drink in the last seven days.	20.4%	15.4%	One person in six 
	Smoking	Pupils stating that they smoke at least one cigarette a week.	4.1%	3.6%	One person in 25 
	Eating	Pupils stating that they ate five or more portions of fruit and vegetables yesterday	15.8%	15.7%	One person in six 
	Moving	Pupils stating that they exercised enough to breathe harder and faster on at least three days in the week.	66%	67.3%	Four persons in six 
	Mental wellbeing	Pupils with a “low” or “medium-low” self-esteem score. ⁴	32.7%	35.2%	Two persons in six 

4 Self-esteem enquiry method (Lawrence 1981)

We can also use the survey results to look at variation across areas in the city, which is shown in the following illustrations, which give the Plymouth average, the lowest and the highest percentage across wards.^{5,6}



5 Ward figures have been rounded to the nearest percentage point
6 Due to small numbers Drake Ward has not been included

4 Plymouth Schools supporting Health and Wellbeing

Schools in Plymouth have a strong history of promoting health and wellbeing, through the work they have done previously supporting the national Healthy Schools programmes and subsequently through local initiatives such as the Healthy Child Quality Mark, Plymouth Schools Sports Partnership and CATER^{ed}. More recently this has been reflected through the co-commissioning of emotional health and wellbeing services.

All of this can be challenging in the context of the many priorities schools face, and the work can sometimes go unnoticed beyond the school gates.

This section highlights how collectively schools and partners are having a real impact on health and wellbeing and contributing to Thrive Plymouth. We recognise this can only be a partial snapshot of all the work going on in our schools across the city.

The Healthy Child Quality Mark

The Healthy Child Quality Mark (HCQM) is a partnership collaboration. Funded by both Plymouth City Council and participating schools, it is supported by a wider group of commissioned services and partners, which work with schools in developing their approach to health and wellbeing and citizenship. Just over two thirds of all the city's schools are now engaged with HCQM, and between them, they have achieved a total of 84 awards.



“Staff have an increased awareness of the holistic education we provide, and how each area (of the HCQM elements) can have an impact on pupil progress, learning and enjoyment.”



The schools that participate in silver and gold awards measure the positive impacts of their work. This can be increased healthy eating, reduction in exposure to smoking, increased active travel to school and improved mental wellbeing and better behaviour, to name but a few.

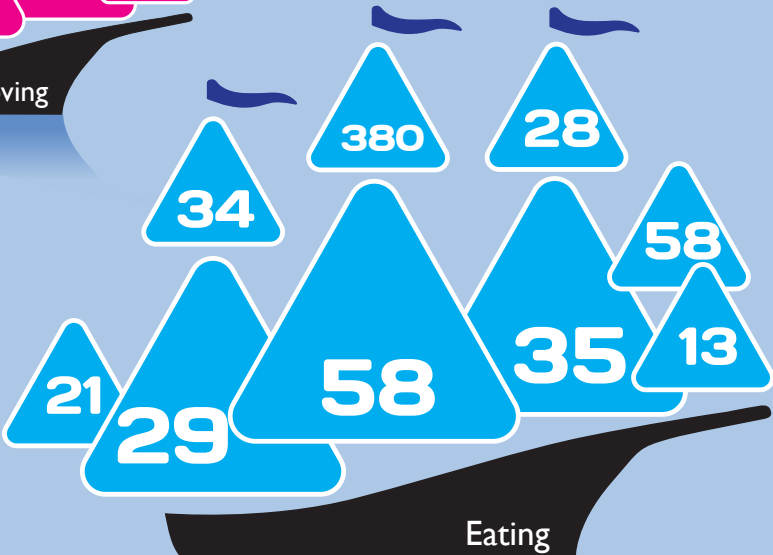
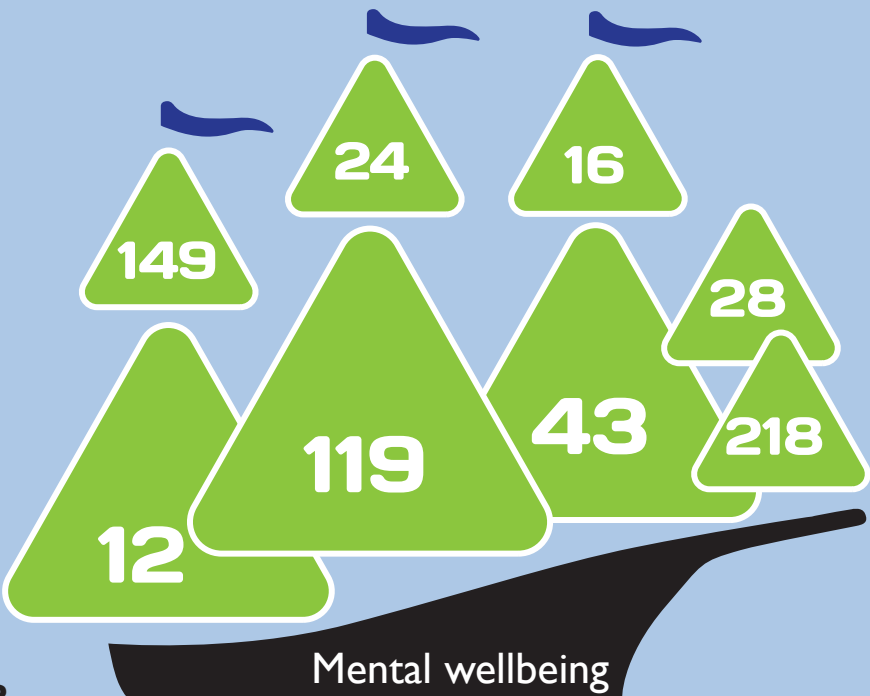
Whilst each of these schools will know the impact they have had in their own school, it is important to understand how collectively this is positively impacting on the health of thousands of children. Every school working to make changes for their pupils, is contributing to improving the health and wellbeing across the whole of the population of children and young people. The illustrations and cases studies that follow show how.



Impacts achieved by schools achieving gold and silver Healthy Child Quality Mark awards

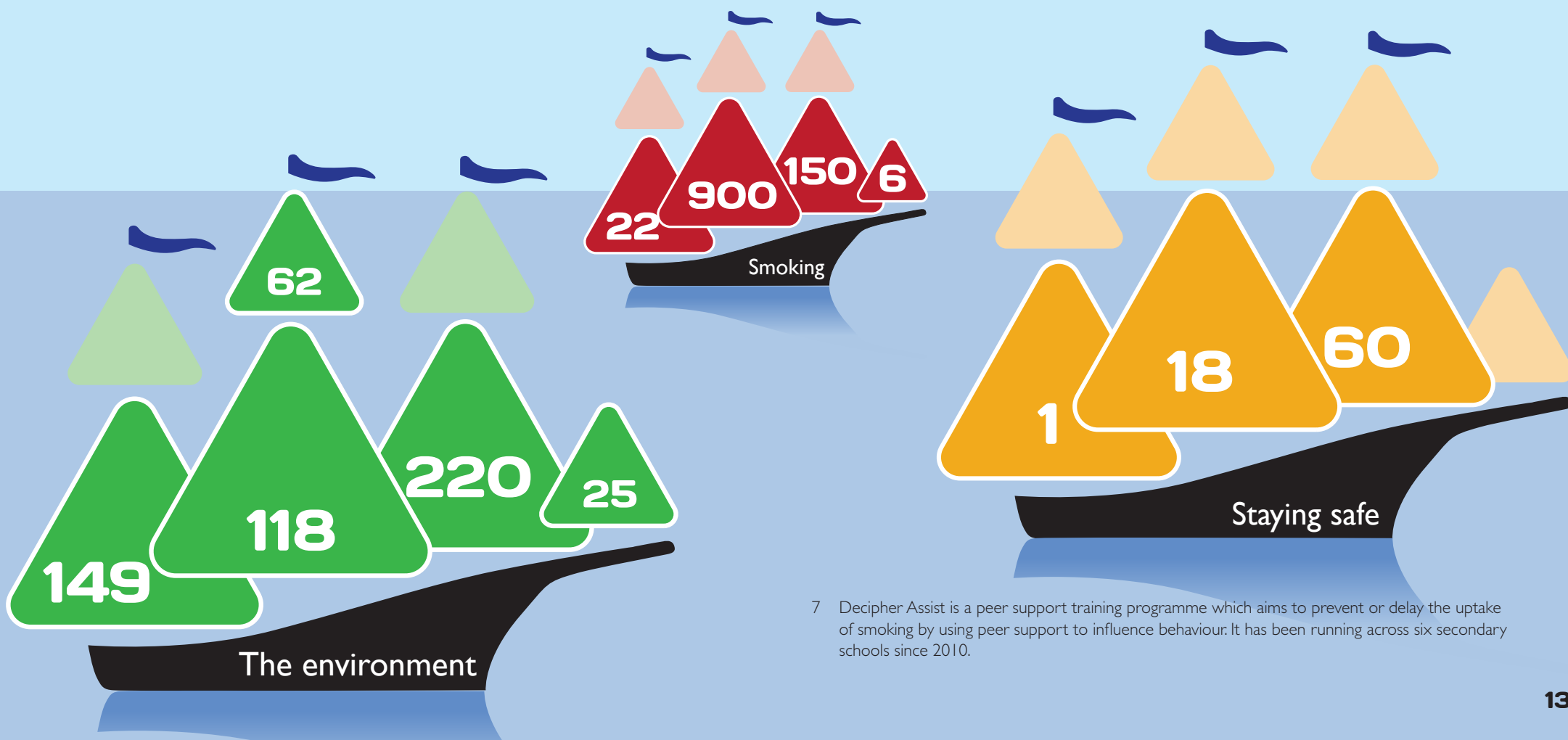
Mental wellbeing 8 schools	12	More children with improved self-esteem
	119	Fewer negative behaviour incidents
	43	Fewer negative behaviour incidents
	218	More children supported with their mental wellbeing
	149	More children know how they can get support
	24	More children know how to be a good friend
	16	Fewer negative behaviour incidents
	28	Fewer negative behaviour incidents per week
Moving 7 schools	8%	More children actively travelling to school
	16	More families engaged in physical activity
	47	More children actively travelling to school
	114	More children actively travelling to school
	40	More children engaged in regular physical activity
	27	More families engaged in physical activity
	12	More children actively travelling to school

Eating 9 schools	21	More children eating school prepared meals
	29	More children eating school prepared meals
	58	Know about healthy food
	35	More children with healthy lunch boxes
	13	More children with healthy lunch boxes
	34	More children with healthy lunch boxes
	380	More children with healthy lunch boxes
	28	More children with healthy lunch boxes
	58	More children with healthy lunch boxes



The Environment 5 schools	149	More children learning in the natural environment
	118	More children learning in the natural environment
	220	More children learning in the natural environment
	25	More children who understand environmental impact
	62	More children who understand environmental impact

Smoking 7 schools	22%	Reduction in family members smoking inside
	900	Decipher Assist ⁷ peer supporters trained
	150	Estimated number of young people prevented from becoming regular smokers by Decipher Assist
	6	Number of secondary schools using Decipher Assist
Staying safe 3 schools	1	PSHE relationships project published by OFSTED
	18%	increase in confidence of staff teaching drug education
	60%	Increase in knowledge on staying safe on-line



⁷ Decipher Assist is a peer support training programme which aims to prevent or delay the uptake of smoking by using peer support to influence behaviour. It has been running across six secondary schools since 2010.

Prince Rock Primary School - Moving

Why?

In a school survey only 42 percent of parents/carers agreed with the statement: "The school encourages my child to be healthy" (2015/16)

What?

Provision of a six week after-school club, in which children (and their parents/carers) take part in 45 minutes of physical activity, and then receive a session promoting physical activity, healthy eating and sharing information about opportunities for further activity in the city and when at home. Sixteen completed the club gaining a wealth of practical ideas on how to provide and encourage '60 active minutes-a-day'.

Outcomes

Adults stated that they felt confident to provide 60 active minutes-a-day for their children. The school repeated the survey in 2017 and the percentage of parents that agreed with the statement, "The school encourages my child to be healthy", had risen to 86 percent.



"The Healthy Child Quality Mark process has really helped motivate and focus the entire school (staff, pupils and parents) on promoting a healthy attitude towards food and exercise.

"Moving forward, we are going to continue implementing our positive drive for a continuous Healthy school."

Widewell Primary Academy - Eating

Why?

The school identified that some of the children bringing packed lunches were consuming meals containing food items high in sugar, fat and salt. In consultation with the Student Council, it was decided to promote healthier packed lunches.

What?

The school aimed to raise awareness and encourage positive choices using a programme developed by the Healthy Child Quality Mark team (The Healthy Lunch-Box Project). The project included positive healthy eating messages in web-site and newsletter communications, project assemblies, school open day with a healthy food focus, and the launch of Hungry Caterpillar Club (after school cooking club).

Outcomes

Key Stage Two pupils were monitored. Baseline data showed that of 72 pupils with a packed lunch, only 33 contained a sandwich or equivalent, at least one portion of fruit or vegetables and no confectionary. By the end of the project period 61 children had a sandwich or equivalent and at least one portion of fruit or vegetables and no confectionary (an increase of 28 pupils).



"Our latest Ofsted report mentioned the Hungry Caterpillar Club (HCQM Action Plus project element), which focuses on healthy eating and awareness. The newly launched kitchen and Food Council have also been highly commended."

Whitleigh Primary School – Smoking

Why?

Teachers were concerned that children were being exposed to smoking at home. The school decided to increase the awareness of the consequences of smoking to families and to encourage family members who do smoke to smoke outside of the home (and outside of the car) as a small step towards being smokefree.

What?

A week of action started with an introductory assembly setting out the benefits of being 'Smokefree'. A school newsletter was sent home reflecting the assembly, asking parents/carers to smoke outside and to invite them to a school coffee morning, where expert support for smoking cessation would be available from the Wellbeing Team, Livewell Southwest. Smoking cessation promotion was added to the school website. Persuasive writing, within literacy lessons, focused on smoking/health issues and children created postcards/posters and letters for a school display, which were also sent home to parents/carers. An assembly was delivered at the end of the week of action summarising the week's learning.

Outcomes

Hands-up survey information showed a 22 percent reduction in children who stated that family members were smoking indoors at their home. It was estimated that this result was indicative of wider success across the whole school. Teaching staff, pupils and parents/carers have also identified several family members who were cutting down or stopping smoking as a result of the school's promotions. The school has now embedded the literacy aspects of this project into its annual planning.

Plymstock School – Mental Wellbeing

Why?

Children and young people who are part of a service family often experience a range of emotions relating to separation, which impacts on every part of their lives. The school has a large number of students from service families (218 with parental links and another 94 with extended family links).

What?

The school joined Plymouth's HMS Heroes support service. They introduced a range of support interventions including a drop-in facility (students support), the Skype room + E-blueys Support (to support communication with family members, and which was also open to feeder primary schools), Heroes Noticeboard (to publicise events and services), and supported other schools through partnership activities and sharing resources, good practice and expertise.

Outcomes

As a result the emotional and mental wellbeing needs of 218 children were supported through a range of nurture activities, with students being supported by a team of staff and mentors who are themselves a part of service families.

Mount Tamar Special School - Workplace Wellbeing

Why?

This project integrated the Thrive Plymouth focus on schools both as workplaces and student settings. The school recognised that working in a school can be stressful and it is very important to look after employees' own wellbeing as well as that of the children. By signing up to the Workplace Wellbeing Charter (a statement of intent, showing the organisations commitment to the health of the people who work for that organisation) the school could create a better place for pupils and staff to come each day.

What?

The School met with the Wellbeing Team from Livewell Southwest who support organisations in Plymouth to achieve the charter. Following this the school worked to improve their supervision system; developed a more consistent approach to staff absence; enabled staff who are over 40 to gain access to free health checks and enabled staff to access free flu jabs. The school also started a breakfast tea and toast club for both pupils and staff. Half term ends with some team activities and laughing! Staff are encouraged to use the school gym after school.

Outcomes

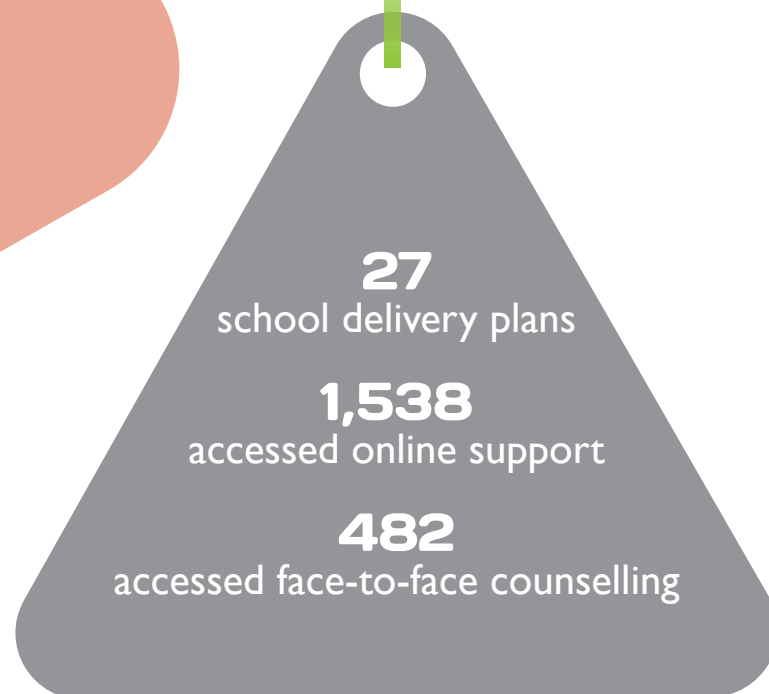


"It really has made a big difference, we all look out for each other now and people feel more able to talk if they feel under pressure."

"I would definitely recommend the Workplace Wellbeing Charter to other schools – a lot of the time schools may feel they are too busy to take on something like this but I would say to them, by doing this you will reap the benefits, both for individuals and for the school collectively."

Collaborative co-commissioning for emotional health and mental wellbeing

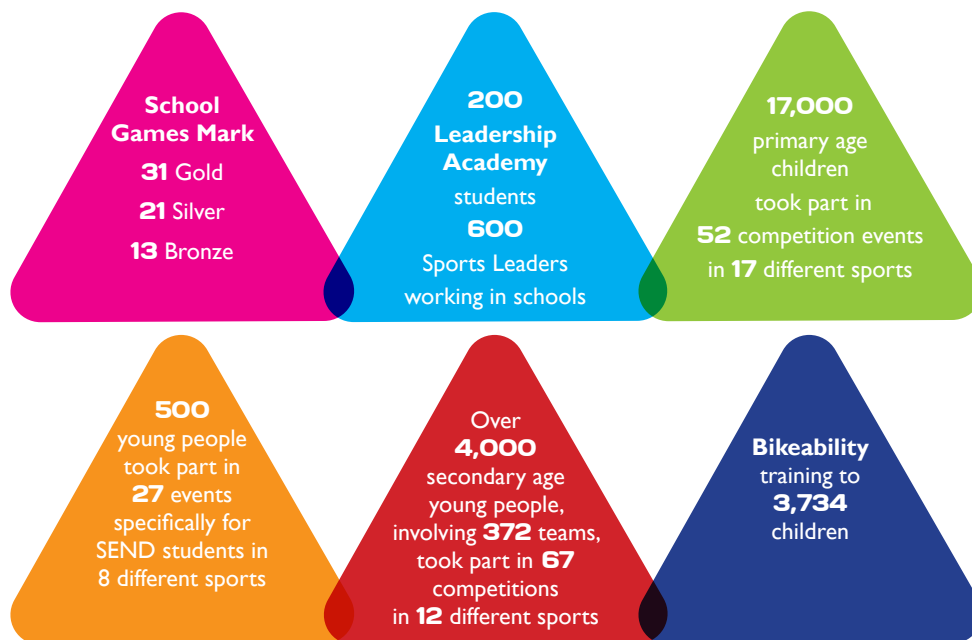
This area was prioritised within the integrated children and young people commissioning strategy. In 2016 secondary and special schools co-commissioned a range of services to be delivered over a 3 year period, totalling an investment of £1.2m and integrated as part of the local transformation plan. After 10 months of implementation all 27 schools have delivery plans for improving their whole-school approaches to emotional health, 1,538 young people have accessed online support and 482 young people have accessed face-to-face counselling. Improvement has also been made to increase the percentage of young people having a specialist Child and Adolescent Mental Health Service assessment within six weeks.



Plymouth Schools Sport Partnership

The Plymouth School Sports Partnership aims to create a sustainable physical education (PE), school sport and physical activity system as part of the health and wellbeing provision for all children and young people. In Plymouth, 64 schools with primary age children and 17 secondary schools signed up to the partnership for 2015-2020. Some examples of the work of the partnership include supporting schools to gain the School Games Mark⁸ and in the delivery of school games competitions, enabling young people to become young leaders and ambassadors in sport, delivering training to improve knowledge and skills for physical activity, PE and sport across a range of school staff and delivering Bikeability training for children.

Schools Sport Partnership in 2016/17



⁸ Launched in 2012, the School Games Mark is a government led awards scheme that rewards schools for their commitment to the development of competition across their school and community.



Formed in 2015 from the council's previous education catering service, CATER^{ed} is a schools led, local authority co-operative trading company, which is jointly owned by 67 local primary and special schools and Plymouth City Council. As shareholders, schools commit to sharing their school food and maintenance budgets in an altruistic manner with larger schools supporting smaller schools to ensure that all pupils in all schools can access freshly prepared, great tasting, hot school food. CATER^{ed} is unique in the country.



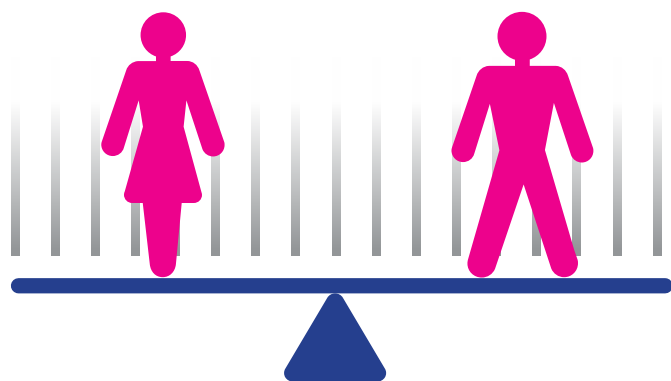
CATER^{ed} serves up much more than school meals. They support children and families to develop healthy eating habits for life. Through Ed's City-wide Children's Food Panel, pupil representatives from each locality represent their school and locality as "directors" of CATER^{ed}. These pupils not only have a real say in what menus offer, but also develop an understanding of where food and ingredients come from, healthy food choices and lifestyles. A number of CATER^{ed} kitchens also work directly with their individual schools and offer family-based cookery courses during term-time.

"Holiday hunger" is recognised as a nationwide issue where some of the most needy children and young people, such as those who access benefit-based free school meals or universal infant free school meals during term time, go hungry as they miss having a nutritious meal during school holiday periods.

In 2015, Ed's Big Summer Food Tour initiative was launched to support children in the community during the summer holidays. In the first year, 1,200 free meals were served to children and young people in parks and play spaces in the city. Through staff volunteers and the generosity of suppliers, Ed's Big Summer Food Tour has grown, delivering over 3,000 free meals during the summer of 2017. In support of the Summer Reading Challenge, CATER^{ed} worked with the council's Library Services to deliver 3,000 meals for "Lunch at the Library" in Devonport, St Budeaux and Whiteleigh.

More health and wellbeing activity in schools

Schools are supported by a range of offers that promote and protect the health and wellbeing of children and young people. Every year schools open their doors to facilitate the delivery of thousands of health improving interventions. By doing this, schools enable these offers to reach the whole population more effectively and ensures that the healthy choice is the easy one.



School nurses weighed and measured

5,214

children and young people



Almost 2,000 children in 24 schools (in areas known to have poorer dental health) received dental varnish treatment and advice from Plymouth Community Dental Service (2016/17)

Since 2010, the **Decipher Assist** programme has:



Trained over
900
peer supporters in six
secondary schools



Reached over
5,000
children and young
people



Prevented an
estimated **150**
children and young
people from becoming
regular smokers

School Nursing Service gave
4,579
immunisations [for tetanus, diphtheria, polio,
meningitis and HPV] (2015/16)



During **Bike It plus Big Pedal** event

16,559

bike and scooter journeys were logged in 10 days by schools



CATERed served

12,500

school meals each day

2,100 children from **44** Primary's
attended Junior Lifeskills (2017)⁹



9 An event delivered as a partnership between The Royal Navy; City Bus; Devon and Cornwall Police; Devon and Somerset Fire and Rescue; First Great Western; Peninsula Medical School; Plymouth City Council; RNLI

Orthoptists undertook
3,041 vision
screens which
accounts for

95% of the eligible
population.



School Nursing Service trained

161 teachers

and school staff

in the safe administration of
medicines in school (2016/17)



All year 5 pupils in Plymouth were offered a free three week intensive swimming lesson

programme at the Life Centre. **91%** improved their swimming level (2015/16)

5 Thrive Plymouth Year of Focus on Schools

The Thrive Plymouth year of focus on schools was able to build on the foundations developed by schools and supported through programmes like those described previously. It provided an opportunity to promote the Thrive Plymouth approach, to recognise the work that schools were already doing and how this could develop further and create new partnerships for action to support the health and wellbeing approach in schools. The year consisted of four key elements: links with the City Youth Council, input into teachers professional development days, the Thrive Plymouth launch event and follow up locality events.

City Youth Council

Plymouth City Youth Council provides an opportunity for elected members of school councils in Plymouth, and their associates, to come together and represent their electorate, discuss and contribute towards issues that affect them in their school, local community and the country as a whole. It is comprised of school council representatives from primary, secondary and special schools. During the year, two sessions of the Youth Council included a focus on Thrive Plymouth. Feedback from children and young people on the plans helped influence activity, for example, feedback on the information banners led us to simplify these. This also led to an opportunity to engage with illustration students from Plymouth University to produce a series of illustrations with clear but simple messages around eating and moving.

Teachers Professional Development Days

Prior to the launch, the Public Health Team contributed to two teacher professional development days. The sessions raised awareness of public health work, intelligence on local need, the 4-4-54 concept of Thrive Plymouth, research and evidence based interventions. The first development session was delivered as part of the Primary Schools Physical Education Annual Conference – run by the School Sports Partnership. The second session, attended by colleagues from eleven schools, was tailored for secondary schools and delivered as part of a Plymouth Learning Trust Development Day. It was evident from these sessions that there is a clear commitment by schools to improving the health and wellbeing of pupils and a great variety of activities being delivered by and through schools. This reinforced the approach to be taken through the Thrive Plymouth focus year, which would support and build on the existing work being delivered by schools.

The Launch

In November 2015 we launched Thrive Plymouth focus on schools. The event was attended by 82 representatives including school year heads and principals, governors, and other leaders from key organisations across the City. A number of schools shared the work they had undertaken to improve health and wellbeing and the impact they had achieved. A market place was organised where wider partners could demonstrate how they could support schools to address health and wellbeing.



"Our expectations of children have increased, so we're putting more demands on families who are already facing other challenges. It all becomes a bit of a melting pot. So we've had to adapt and learn the best ways to support families. So going back a few years, [Thrive Plymouth] might have been very lovely, however we would have questioned how we could use it, whereas now I think there's a real value and purpose because our families really need it, and our staff as well."⁽⁷⁾

Thrive Plymouth Locality Events

Over the course of the year, the Public Health Team supported by Healthy Child Quality Mark colleagues, delivered six further Thrive Plymouth events in all the Plymouth localities. The aims of the sessions were to:

- ▶ Highlight child health needs and inequalities
- ▶ Share ideas on initiatives and projects
- ▶ Hear about success factors from a school that had undertaken the Healthy Child Quality Mark
- ▶ Hear about what works and evidence on activity, diet, smoking, alcohol and mental wellbeing
- ▶ Establish a link person with the Public Health team to support in planning, delivery and evaluation

84%

of attendees stated that their intention to take action to address the Thrive Plymouth behaviours in their organisation was high or very high.

The work of the schools to improve health and wellbeing of their pupils also reaches wider bringing the whole school, parents and the community together to support Thrive Plymouth.



"We provide support for our parents, to meet and cook with our catering staff, to find cost-effective ways of using ingredients and using the same foods to make different meals." ⁽⁷⁾

This work has also been recognised more widely with a number of schools being recognised for their good practice and receiving positive feedback by OFSTED.



"The rebranding of the school lunch server as the Hungry Caterpillar Café is a renowned success." ⁽⁸⁾



"Being unashamed about it, OFSTED have an agenda around health and wellbeing, physical activity choices so [Thrive Plymouth] fed into the OFSTED judgements. We recently had an OFSTED [Inspection], and they did acknowledge our curriculum around healthy eating, that we were a Healthy Child Quality Mark school." ⁽⁷⁾

Thrive Plymouth: making connections

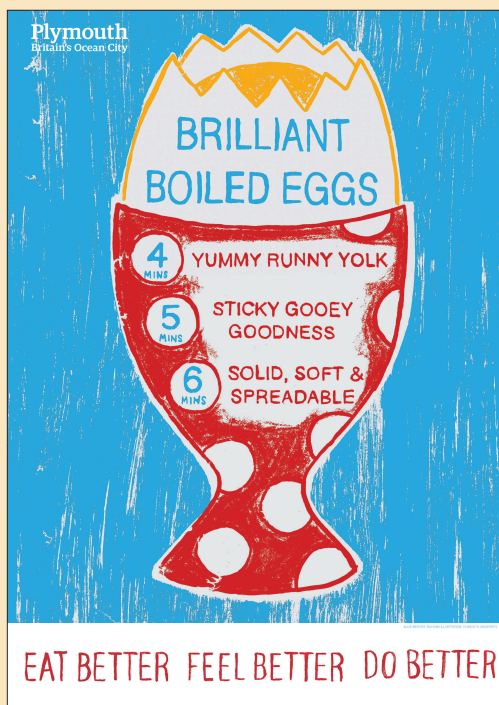
As we worked through the year, we noticed that the more conversations we had, the more things happened and the more offers of support for collaboration came from across the whole system. Schools connected with each other, found new sources of support, acquired new knowledge and ideas for addressing issues and gained access to new partners who could support them, which sometimes had added benefits beyond the health and wellbeing agenda.

Here are some highlights:

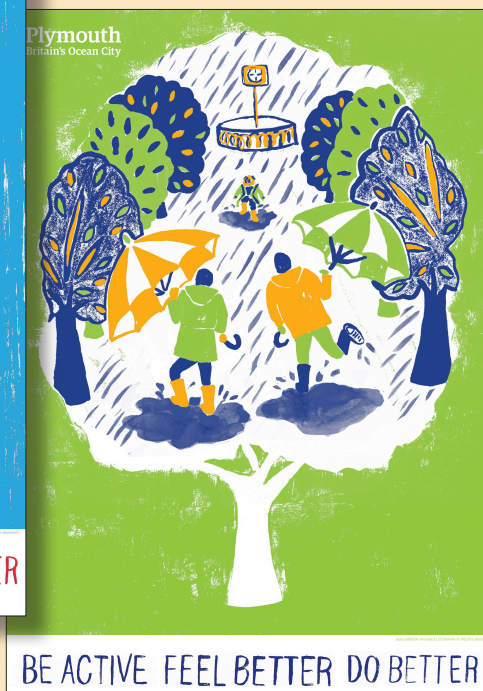
A student at Plymouth University offered to undertake a qualitative evaluation of our Thrive Plymouth working between schools and Public Health. The research found that “[Thrive Plymouth] strengthened pre-existing relationships between schools and public health practitioners and helped establish some new relations. [Thrive Plymouth] also strengthened and widened schools’ networks and facilitated sharing of knowledge.”⁽⁷⁾

Three illustration students from Plymouth University agreed to focus on Thrive Plymouth and worked with pupils from Weston Mill Primary School to produce these beautiful illustrations, many reflecting places in Plymouth, with simple public health messages on eating and moving. These have been distributed to schools and used in various ways.

The students attended an assembly where the pupils were presented with three original illustrations to be displayed in the school.



EAT BETTER FEEL BETTER DO BETTER



BE ACTIVE FEEL BETTER DO BETTER



BE ACTIVE FEEL BETTER DO BETTER



EAT BETTER FEEL BETTER DO BETTER



“Through [Thrive Plymouth] we had some medical students come and talk to our pupils about hygiene. But it wasn’t just about washing hands, hair and cleaning teeth. It was about aspirations. If you work hard, you might end up being a surgeon or a doctor. For some of our communities there is intergenerational worklessness, so it was about exposing pupils to other careers and hopefully they were inspired.”⁽⁷⁾



“At the moment we are planning a pilot linking pharmacies to a couple of schools. Our focus is to develop children and young people’s health literacy. The project aims to introduce children and young people to pharmacies and show them how they contribute to health. These opportunities are possible due to relationships built with schools during [Thrive Plymouth].”⁽⁷⁾



Plymouth
Britain's Ocean City



...TTER DO BETTER

6 Summary and Challenges

The Children and Young People's system narrative states that "Plymouth's children and young people are the future of our city and that it is our shared responsibility to give them the best possible start to life, and be the place where they can develop, aspire and have fun." It also recognises that to achieve this everyone will need to play their part in their communities; in voluntary services and statutory agencies; from families to schools, from children's centres to GPs and from children's social care to services for parents.

The school years are a key period for the future life chances of our city's children. Attainment, health, wellbeing, resilience and establishing positive lifestyle behaviours are key outcomes to be achieved in this time. The evidence is clear that these outcomes do not stand in isolation of each other. Pupil health and wellbeing positively impact upon attainment and attainment delivers wellbeing.

The challenge to delivering the Thrive Plymouth outcomes for our children and young people is clear. No matter what our strategic group's focus, what our organisation's key business is, what services we deliver, we must challenge ourselves to recognise that wellbeing and attainment are 'two sides of the same coin'. Collectively our organisations, our partnerships, and through our integrated commissioning system, we must ensure we act upon our answers to these three questions:



"What more can we do to help our children and young people to be mentally and physically healthy and ready to learn and achieve?"



"What more can we do to help children and young people in our schools to achieve and improve their attainment?"



"What more can we do to support the schools in our city as a key asset for delivering these outcomes for children and young people?"



This report shows we have made progress on some of the Thrive Plymouth indicators we are tracking and showcases how schools and partners have been working together to support the health and wellbeing of children and young people, their families and communities. Here in Plymouth, we have established a good foundation on which to build.

However, we need to go further, particularly in relation to mental wellbeing, healthy eating and in reducing variation. We have just launched our fourth Thrive Plymouth focus year on mental wellbeing and the five ways to wellbeing. This is an opportunity we must use to drive forward our collective efforts to improve mental wellbeing and self-esteem of children and young people. The five ways to wellbeing is for everyone, and the ask across our city is that we spread the word and create opportunities for its use by children and young people, their families and in our school communities.

7 Want to know more?

For more information on the content of this report and further resources, please explore the following

Visit our Thrive Plymouth website www.plymouth.gov.uk/publichealth/thriveplymouth Follow us on facebook <https://en-gb.facebook.com/thriveplymouth>

Section 1: Introduction to Thrive Plymouth

View the Thrive Plymouth animation.

www.facebook.com/pg/thriveplymouth/videos/?ref=page_internal

https://www.youtube.com/watch?v=YPnx_KN62X4

Section 2: Why Thrive Plymouth is Important for Children and Young People

Factsheets on the Thrive Plymouth behaviours can be found here:

www.plymouth.gov.uk/thriveschoolsinfo



Section 3: Health and Wellbeing of Children and Young People in Plymouth

More data from the Health Related Behaviour Survey results can be found in these summary reports

www.web.plymouth.gov.uk/child_tobacco_use_summary_report_2016_final_v1.0_-_secure.pdf

www.web.plymouth.gov.uk/child_food_and_health_summary_report_2016_final_v1.0_-_secure.pdf

www.web.plymouth.gov.uk/child_physical_activity_summary_report_2016_final_v1.0_-_secure.pdf

www.web.plymouth.gov.uk/child_mental_and_emotional_health_summary_report_2016_final_v1.0_-_secure.pdf

www.web.plymouth.gov.uk/catered

Section 4: Plymouth Schools Supporting Health and Wellbeing

More HCQM case studies can be found here.

www.plymouth.gov.uk/thrivehcqmcasestudies

If you have a project you want to tell others about please contact us here in the Public Health Team odph@plymouth.gov.uk

More information on the Workplace Wellbeing Charter can be found here www.livewellsouthwest.co.uk/wellbeingatwork

More information about mental wellbeing can be seen in this video where young people share their thoughts and stories about mental health. This video, produced by the Plymouth Young Safeguarders, is just a small part of young people's involvement in the new emotional health and wellbeing service.

www.vimeo.com/183736352

www.plymouthssp.co.uk

www.web.plymouth.gov.uk/catered

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Date: October 2017 (v1.6)

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Acknowledgements

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