



Iechyd Plant a Phobl Ifanc Health of Children and Young People

Creating an action plan for the health of children in North Wales

by Siobhan Jones, Interim Director of Public Health

Setting / background

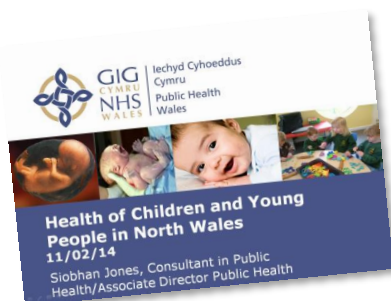
There are many factors impacting on a child's health e.g. housing, education, income, family, friends, diet, exercise, substance misuse. Therefore a multi-agency approach is needed to ensure we get the best outcomes for our children.

Issues to be addressed

Child deprivation is an issue in parts of North West Wales. Death rates for 0-17 year olds are high in Anglesey. Breast feeding uptake needs to be improved. Obesity is an increasing problem in young children. Teenage conceptions are also an area for concern.

What we did

As a project board member for the *Health of Children and Young People* I was well aware of its potential and I was keen to use it and ensure that others used it too. I brought it to multiagency meetings, including Children and Young People's Clinical Programme Groups and Community Child Health Service Board, to highlight the issues for North Wales and to raise awareness of the work. I found the local authority fliers particularly useful for this setting.



I was invited to present to a group of paediatricians. The *Health of Children and Young People* provided an ideal opportunity to help me highlight the issues outlined above for North Wales. The 'Actions to improve health and well-being' chapter of the main report also helped inform what actions could and should be taken. This presentation was then used to agree an action plan to ensure key public health priorities are taken forward.

Outcomes and learning

The presentation helped to inform the work of the paediatricians. The data really helped focus minds on some of the challenges we had ahead. Information on public health and preventative services were made more visible in the clinical setting, and there was a commitment from staff to talk more to parents about issues such as tobacco, breastfeeding and healthy eating. The presentation also influenced the setting up of a multi agency paediatric obesity clinic in the hospital.

For me personally, being a member of the project team for the *Health of Children and Young People* was a valuable learning experience. It has given me a better understanding of the Observatory's function and outputs as well as valuable knowledge of project management.

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