

Health is everybody's business

- Pregnancy and the first 3 years are vital to child development, life chances and future achievement
- •Pregnancy and birth of a child is a magic moment' of opportunity when parents are uniquely receptive to support

Health is everybody's business

- Increasing recognition of the importance of improving child health in terms of long term life outcomes
- Health is core to achieving every Child Matters and to narrowing the gap
- New national level initiatives – Children's Plan, Child Health Promotion Programme
- New universal children's services developing delivery framework

The vision for the Sure Start programmes is a healthy infancy and childhood achieved through:

- easily accessible health services integrated with other family support services,
- equipping parents so that they are able to respond appropriately to the needs of their children,
- enabling children to develop so they can meet their full emotional, social and physical potential enabling them to flourish when they reach school,
- supporting families so that they are well informed, prepared and supported for birth and parenthood, from conception until their youngest child is five

Making it work at a local strategic level

- Strong local focus with a real shared vision for raising the profile and priority of children's health
- Don't just share targets, develop shared priorities and joint implementation plans as reflected in the CYPP and LAA
- Identify champions for children's health issues within each stakeholder group and support each other to raise the issue

Ensure early joint working

- Work together from the beginning to ensure that Children's Centre footprint and design is accommodating and works .
- Consider the child or family's "service pathway" from a Children's Centre, and understand how engagement must start in the antenatal stage to improve outcomes for all

Making the shared vision a reality

- Family Nurse Partnerships
- Work with teenage parents
- Dedicated staff on key issues
- Learning from what works