

Board Actions – May 2021 Patient Story

1.4 - 6th bullet point: The Children's and Young People's service would explore if there were other options to support new mothers and what a patient centred approach would be during a similar crisis.

Initially the COVID pandemic required Healthy Child Programme service delivery to provide a response to an unprecedented set of circumstances which were governed by NHS guidance, restriction on home visiting, initial lack of PPE, impact upon staff capacity due to home schooling/childcare etc.

Service and organisation learning and developments will mean that, faced with a similar crisis, ability to mobilise support will have a greater level of resilience. Our approach has been supported by a culture of system work, liaison and multi-agency responsivity - supported by a Local Safeguarding Children Board priority of Protecting Babies which ensures this vulnerable group is at the heart of our shared thinking and planning. Faced with a need to increase, or indeed continue current restrictions in the delivery of a person centred (or indeed baby-centred) approach would ensure face to face contact with all new babies is prioritised along with our targeted and safeguarding activity.

However learning from the pandemic, and responding to parents feedback, has shown us just how vital digital activity is, and video contact will always provide an additional point of resilience as well as ongoing options for universal delivery.

Our breastfeeding champions were the first Norfolk staff group to use Attend Anywhere - providing an opportunity to offer breastfeeding support, and visual contact with mother and baby - offering both contact and self-generated access to resources

<https://www.justonenorfolk.nhs.uk/appointments>

The same digital resources are used and promoted by the wider system - midwifery, Early Years, pharmacies and GPs - ensuring a single validated response for parents.

<https://www.justonenorfolk.nhs.uk/healthylifestyles/breast-and-bottle-feeding/breastfeeding-basics>

1.4 – 7th bullet point: To look at lack of continuity of care with multiple use of Just One Norfolk as a system issue and to help target and personalise care.

As the Board will be aware the service receives around 1000 calls a week. On answering identifiers are requested and the child's record opened. Call handlers are trained to identify any safeguarding markers and also to review recent history - before passing the call onto the relevant clinician for response. Over 80% of calls are resolved in a single contact from the team with no follow up required - however if a caller rang multiple times for the same condition (or actually a series of conditions) to be resolved this is passed to the locality team, or relevant specialist team to arrange either a home visit or video contact

A new System1 unit has recently been implemented for Just One Norfolk. Later in the year an audit is planned to look at the pathways of care for callers (families) who call on multiple occasions but for different reasons to see how pathways translates to individualised interventions, review and outcomes.