

Children and Young People's Plan Consultation November 2009 Feedback

The Children and Young People's plan is a three year plan and we remain committed to driving improvement in outcomes and not processes. Therefore we consulted with all relevant partners to ensure that our Key Improvement Priorities (KIPs) are outcome focussed and that they effectively communicate our strategy and make a difference to children, young people and their families in County Durham.

ECM Outcome: Being Healthy

Reduce childhood obesity		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Promote breastfeeding.	Agreed	Ensure message is a balanced one so those who can't breastfeed for whatever reason don't feel like bad parents. National advertising/promotion if breastfeeding and benefits. Possibly use celebrities to promote the benefits. How? Vague action needs to be more specific.
Support and promote the Healthy Early Years (HEY) Standard approach to nurseries, Children's Centres and other early years settings.	Mostly agreed	Do we know this will make a difference? What is the evidence base for what this action will deliver? Also look at including VCS, P&T, Play groups, not all c&yp go to children's centres. What does this really do?? Outcomes??
Promote healthy eating including uptake of healthy school meals.	Agreed	A bit more variety and a few surprises. Listen to young peoples views on schools. Participation works, talk into action, forms collected. Lots of c&yp say this is not a good experience, i.e. c&yp get rushed, long queues etc. It's not a social experience it's more like a cattle market. C&yp will not choose this, is it a really healthy option to eat like this? Also include Breakfast Club in this. Also include at home
Promote the uptake of sport and leisure	Mostly agreed	To do in school and after school clubs, encourage whole family events.

opportunities (including regional action planning for the 2012 Olympics and family activities).		2012 – seem to have seen little about this to date. Play strategy – needs to be a greater emphasis on play for children, not just yp. How is this measured?? Needs to be better publicity of what is available. Expand Getoutthere website to include younger age group. Will this demonstrate sustained change in peoples lives?
Maximise the take up of free swimming from April 2009.	Agreed	More fun sessions Collation if info on board by board basis?
Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
Fewer obese young people in Reception and Year 6.	Agreed	Early intervention at primary school
More young people eating healthy school lunches.	Agreed/don't know	90% in Durham
More young people participating in physical education or sport.	Agreed	Include children – where's the link to reception/yr 6 obesity if just yp? Physical activity, not sport
More mothers breastfeeding.	Agreed	
Children's Centres have achieved the HEY Standard and more are engaging and working towards it.	Agreed/don't know	Include broader range of venues ie VCS projects and activities.

Reduce teenage conceptions		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Better collection and analysis of data to inform targeting and commissioning of services.	Agreed	How is this data shared with other data collectors. Need to talk to each other. More up to date data. Always 2 years behind.
Strengthen the implementation of the Long Acting Reversible Contraception (LARC) Strategy.	Agreed	To stop and help prevent the increase in education needs to be much improved. STI, Sexual Health and relationships education also. Should be more about empowerment of yp to make right decisions. Not just about mechanics! What about STI's?
Strengthen the implementation of contraception protocols for under 18s who are pregnant or who have had a termination.	No comments	

Audit of workforce to identify those trained in teenage pregnancy, parenting and sexual health.	No comments	So what??
Hold an event to consult with young people on the use of multi media campaigns.	No comments	
Pilot and implement the care pathway for young parents.	No comments	Good experience of confidence course in Derwentside. Encourage support all young women to be strong/ self worth.
Embed a robust Sex and Relationship Education (SRE) programme in all schools and other children and young people's settings through the Healthy Schools Programme and Healthy Youth Work Standard.	No comments	Should be more focus on relationships, self esteem etc. Focus support parents take with SRE. Not just in schools. Hearing from young mothers. Good and bad points and reality of being a parent. Emphasis on relationships – sex does not equal love. Early discussions about feelings/ emotions. 'Not clever' to have sex. ' Safety' self worth.
Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
Accelerate the reduction in under 18 conceptions.	No comments	
Increased uptake of the LARC.	No comments	
Reduced number of second and subsequent pregnancies to young mothers.	No comments	
Young people will receive appropriate and timely information and advice.	No comments	Earlier than yr10/11
Future campaigns informed by the results of multi media consultation.	No comments	
Increased number of schools who have achieved National Healthy School Status.	No comments	
Increased number of units who have achieved the Healthy Youth Work Standard.	No comments	
General Comments		
<ul style="list-style-type: none"> • Need a focus on young fathers. • Take up of C-Card. Add Speak East Programmes – these focus on relationships. Links with Alcohol & Drugs and Respect KIPs • Government targets drive this – not lives of young people. • Break cycle and support yp to be good parents. More actions about relationships. Work and delay at earlier age. 		

Reduce children and young people's misuse of alcohol and drugs		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Develop the Drug and Alcohol Service which provides a range of interventions to prevent relapse and improve drug and alcohol related conditions.	Agreed	
Continue a comprehensive education package with teachers on drugs and alcohol.	Agreed	
Provide more places to go in local communities to give young people positive choices.	Agreed	Its not just about having somewhere to go, its what there is when they get there.
Commission Young People's Brief Intervention workers for alcohol misuse/ anti-social behaviour.	Agreed	Promote places to go, things to do. Need to consider commissioning Outreach and Detached programmes where young people are.
Deliver the Smoke Free Schools Award through the Healthy Schools programme.	Agreed	
Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
Reduction in the use of drugs or alcohol by children and young people.	Agreed	How do you measure? All yp will respond to prescribed questions.
Children and young people tell us that they have better advice and support.	Agreed	Not sure of methods and peer pressure etc
Increase in the number of schools achieving the Smoke Free Schools Award.	Agreed	
General Comment - Take up of activities and feedback of yp. Explore role models/ parents etc.		

Improve children and young people's emotional well-being		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Improve access to CAMHS services for young people with mental health needs including those		Waiting lists. More accessible. Help yp to understand what mental health/EWB issues are, when to seek help and how. GP's not

with learning disabilities.		welcoming, people reluctant to access. Easier access to counselling – not stigmatising. From what to what? Improve the way CAMHS delivers its services to families ie if families don't/ cant attend they get signed off. Need to take service to family. Increase capacity of broad workforce to deliver early intervention with c&yp and families in EWB, it's not all about schools.
Develop and strengthen preventative services to identify need earlier.		Include Voluntary and Community sector. Be able to cope with pressure. Concern that EWB can affect employment choices, Build on excellence in school nurses. Measures and baseline do not mean anything to people picking up plan.
Develop services with young people that they would want to access and promote mental health in a positive way.		Links to relationships and how well dealt with – skills and expertise. Need actions that are understandable.
Promote the Family Support Strategy by implementing the Targeted Mental Health in Schools initiative.		Why just schools?
Work with schools and other settings to encourage take up of Durham Anti-Bullying Accreditation Status.		Should this not be in the respect KIP?
Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
More young people enjoying good relationships with their family and friends.	Agreed	How is this info captured and its it truly representative? How do we ask the questions??
Improvement in the emotional and behavioural health of looked after children.	Agreed	
CAMHS services effectively meeting the mental health needs of children and young people.	Agreed	
Reduction in the worries of children and young people as reported in the TellUs survey.	Agreed	How is this info captured and its it truly representative?
Increased number of settings with Anti Bullying Status.	No comments	Should this be in the Respect Agenda KIP?

Fewer young people experiencing bullying.	No comments	Not just in schools.
Increased confidence and skills in parents/carers in supporting their children and preventing problems.	Agreed	
Reduction in referrals to specialist services.	Agreed	
Increased numbers of young people who are confident especially about being able to talk about mental health problems.	Agreed	Stigma attached.
No waiting for services for young people.	Agreed	
Young people receiving those services report positively that they work.	Agreed	
<p>General Comments</p> <ul style="list-style-type: none"> • Need to simplify key measures. • Should focus on that 'you get the service you need at the time you need it', baselines that make sense. • Need links back to early interventions. • Build on resilience and protective factors. <p>Additional Action - Can we include something about the outcome of the Easington EWB Service? This is integrated and holistic. From Tier 0 to 2 and beyond.</p>		

ECM Outcome: Staying Safe

Reduce youth crime		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Emphasise effective resettlement and targeted support for young people including access to education, training and employment and suitable accommodation.	Agreed	Wording, make this more specific. Link to school. Are the school aware of the need and helping with the solution? Ask what this means. YP once coming out of prison or young offenders' institution – we would hope this would happen prior to being released.
Improve the way we work with young people who offend by providing more effective local multi agency support.	Agreed	Include positive activities. How improve? Explore team around the child. More residential options. Youth workers involvement. Programmes to involve yp more in the community. Identify someone in schools of all ages that they could talk to if they needed help.

Work with parents and families of young people who offend to provide support.	Agreed	Strongly agree. Transition from primary to secondary could be a good time to identify interventions.CAF links Most important!
Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
Reduction in the number of young people who re-offend.	Agreed	Youth programmes, Princes Trust, D of E etc. Joint work with different agencies.
Continued reduction in the number of first time entrants to the Youth Justice system.	Agreed	More awareness sessions. Programmes/ confidence building.
<u>General Comments</u> <ul style="list-style-type: none"> • More places to go, things to do – distraction. • Greater punishments eg cleaning up graffiti and positive rewards as a result. • 'Manage' where people do graffiti (take out rebellion factor) • Alcohol and substance misuse issues fuelling violence. • Greater visibility of police. • Numbers of yp resettled and engaged in EET • Take up of other support from community/feedback • Feedback from families who have been in receipt of support. • A place for yp to go to or person for advice. • Educations for parents and carers. • Identify children that are at risk of offending. • Link to parenting – responsibilities of parents and help them be supportive parents to give boundaries appropriately from early years onwards. • Awareness of consequences of offending for parents, children and yp. 		

Support families and carers, particularly those that are vulnerable or have complex needs		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Families of disabled children <ul style="list-style-type: none"> • Increase the number of short breaks for children with complex needs. Improve the information currently provided to parents of children and young people with	Agreed/don't know	Is too much emphasis being put on disabled children to the detriment of other complex needs eg children who are young carers or parents are users but not on child protection? – they fall between 2 KIPs

complex needs.		
Early Years Development and Readiness for School <ul style="list-style-type: none"> Improve outreach and support through Children's Centres to meet local demand. Commission integrated services for 0-7 year olds. Work with partners to focus on speech and language. 	Agreed	
Complex Needs <ul style="list-style-type: none"> Provide parents with support at the earliest opportunity through Children's Centres. Create flexible Family Pathfinder Teams. 	Agreed	Need early intervention but take care not to lose this through weak transition process Pathfinders in 5 areas please. But don't spread too thinly.
Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
Increase in the numbers of short breaks.	Some conflict, 1 group agreed, 1 disagreed	already over-delivering, keep doing but not focus on increase
Increase in the numbers of families signed up to Children's Network and text service.	Agreed	
More families accessing children's centres.	Agreed	Extended services through schools.
Less of a gap between the lowest 20% achievers and the rest in relation to Early Years Foundation Stage Profile.	Agreed	
Increase in the number of parents involved in the participation process.	Agreed	across the board, not just complex needs
Increased take up of Children's Centre provision.	Some conflict - 1 group agreed, 1 disagreed	Extended Services Voluntary Sector provision? Too much focus solely on children's centres and foundation stage
Increase in the numbers of children and families with complex needs accessing children's centres.	Agreed	Other statutory and voluntary sector services.
Implement lead professionals and integrated working by 2010.	Agreed	

Reduction in children in need re-referrals.	Agreed	Already covered by safeguarding KIP – work together!
General Comments		
<ul style="list-style-type: none"> • Can we please ensure that vulnerable families are considered and have a clear agenda. • Very disability focused. Consider vulnerability in wider sense – ‘at risk’ DCSF speak 		

Safeguard and promote the welfare of all children and young people in County Durham		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Develop multi-agency 'Hidden Harm' networks in all areas of the county.	No comments	Can we build on the already existing LCRG's (Local Children's Resource Groups) instead of setting up new groups.
Ensure that partners have developed and implemented safe recruitment and human resource practices.	No comments	
Improve recognition of neglect and provide more effective interventions to reduce its impact.	No comments	
Develop a multi-agency protocol to ensure safe and effective response when children and young people go missing.	No comments	
Learn from child death review processes to reduce numbers of preventable deaths.	No comments	
Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
A reduction in the number of repeat referrals to children's social care and evidence of positive outcomes from pathfinder teams engagement.	No comments	
Reduction in the numbers of children subject to a child protection plan and legal interventions as a result of parental substance and alcohol abuses.	No comments	
By monitoring the number and nature of referrals to the Local Authority Designated Officer (LADO).	No comments	

Feedback from delivery of the Runaways Strategy.	No comments	
Evidence of clear response and support to young people who may be at risk of sexual exploitation and forced to enter into marriage against their wishes.	No comments	

ECM Outcome: Enjoy and Achieve

Raise aspirations and help everyone to achieve		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Identify underperforming children in Early Years Foundation Stage for additional support in developing communication, language and literacy skills and personal, social and emotional development.	Agreed	Earlier identification before age 3, identify yp at risk of underperforming. Look at older siblings. Encourage parents/ carers to read to children/ parenting skills. Support for parents is crucial here. How to attract the hard to reach parents? What about older yp?
Target support to improve boys' attainment by using effective strategies and sharing good practice.	Agreed/don't know	Target needs not gender Successful boys – what enabled them to do so? Making it relevant and teaching them as individuals. More self confidence awareness programmes. A lot of yp boys and girls don't even know what aspirations mean.
Set individual challenging targets for looked after children and provide support to help children in this group to achieve them.	Agreed	Rewrite 'Help looked after children achieve their potential'. Emotional support also.
Encourage schools to track the progress of children and young people against national rates, with early intervention identified for those who are underperforming.	Not agreed	How will this improve outcomes for yp? Yp are more important than statistics. Are yp being 'taken out' of public exams to maintain percentages? How can we measure this? Do we need to know how many yp are not entered for exams and why? Right support for yp.
Monitor performance of children and young people living in the 20% most deprived Super Output Areas with appropriate targeting of resources.	Not agreed	Monitor performance against what? - Jargon!
Ensure that provision in all settings for young people aged 14-19 meets the aspirations and	Agreed	All ages 5-19. Pre school/ primary/ secondary and post 16. Age should be higher than 14-19 and have more support in colleges.

Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
needs of learners.		
Increased percentages of children and young people who enjoy learning.	Don't know	How so we measure enjoyment? Participation, motivation – opportunities locally
More children and young people with at least 78 points on the Early Years Foundation Stage Profile.	Don't know	What does this mean?
Increase in boys' attainment.	Agreed	Are we forgetting girls?
More looked after children making two levels of progress from Key Stage 1 to Key Stage 2 or gaining 5 A*-C grades at GCSE (or equivalent) including English and Mathematics.	Don't know	The last 4, it's not just about qualifications! Measures of achievement should be much broader. Should reflect yp with skills in sport, practical skills etc, and should be given credit for the improvement they have made themselves. Otherwise we continue to de-motivate and pigeon hole yp.
More children and young people making 2 levels of progress in English and Mathematics at Key Stage 2 and the expected amount of progress from Key Stage 2 to Key Stage 4.	Don't know	
Reduce the gap in attainment at all key stages between those children and young people in the 20% most deprived areas and the rest.	Don't know	
Increased proportions of young people gaining Level 2 and Level 3 qualifications by age 19.	Don't know	
General Comment - Disabled young people – are they aiming high too?		

Improve places to go and things to do for all children and young people		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Maximise the take up of free swimming from April 2009.	Agreed	Imaginative use of free swimming – aqua-aerobics etc. Dedicated time for teenagers. Themed swim nights. Make it fun, appropriate. Younger children, parents need to pay full price to accompany them. Seen as good by c&yp as reduces obesity, disadvantaged children can

		also access it. Free for parents who take kids?? Not available at all swimming pools eg Wolsingham. accessed/ publicised well
Identify local solutions where transport is a barrier to participation in positive activities.	Agreed	Subsidised transport (costs/ availability). Freedom Card only for recipients, friends can't afford to go. Possibly use freedom card to get reduced prices for friends. Important to be able to go with friends rural communities – costs too much to access these. Transport free for all young people. Seen as important by yp, issue that bus passes cannot be used. The swimming is free but it costs to get there. Cost is an issue and attitude of bus drivers. Need for better routes and frequency Cost of transport, £15 for a bus pass for school ages yp
Ensure that what is already available to young people is clearly identified and publicised.	Some conflict – 2 groups agreed, 1 disagreed, 1 group not sure	Need better publicity for community centres/ leisure centres etc. Ask c&yp about ways of promoting activities themselves. Make sure parents know about activities. Need to distribute to places where c&yp go. Mixed views re this action. Schools are crucial. Bus stops as advertising places. Focus on c&yp's wants not government advised activities. Need to include c&yp also. publicise on Facebook etc Swimming ok, other activities not advertised enough. Cost of cinema etc
Involve young people in decision making, improving quality and allocating resources.	Agreed/don't know	Targeted times for young people. League tables for leisure centres. Community centres not very welcoming. Mixed views on this action Youth workers listen, Councillors etc don't. YOF – allowing yp to access it.
Develop an Integrated Youth Support Service by April 2009 where partners will work together to provide better activities for children and young people.	Agreed	Does the youth support service cover young children?
Implement the Play Strategy.	Agreed	How, who, district council's not whole County approach. KIP Leads in play. Invest in play services for longer impacts – roll out 'play rangers' throughout the county.
Develop the Youth Offer locally.	Agreed	
Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
High uptake of free swimming sessions.	Agreed	
Increasing uptake in positive activities by young	Agreed	Take account of rural costs What does positive mean? Whose

people from rural areas.		definition? yp asked what is meant by positive activities?
More young people accessing the 'getoutthere' website.	Agreed	yp unaware of the getoutthere website
Young people involved with Local Children's Boards in decision making regarding positive activity budgets.	Agreed	
85% of all schools in County Durham will provide access to extended services by September 2009.	Agreed	Flexible school transport to enable young people to stay at school to take up activities. [Advertised activities and for all yp not just the yp causing trouble
General Comments <ul style="list-style-type: none"> • Cheap, open access, flexible provision for c&yp to access. • Activities linked to 'achievement' are very noble, but are they what young people want? • More places to 'hang out' with friends. Community venues with computer equipment etc. • Cost of activities and equipment a barrier to many families. Cost of providing services and activities. • Publicise 'places to go' that are free and safe. • Support for gifted children to progress sport/drama/ music etc. • What is available for children with special needs? • People in school – naughty ones are getting paid to come to school and get to go on trips for free and ones who work hard have to pay. • Harder for yp to access funding. 		

ECM Outcome: Make a Positive Contribution

Help young people feel valued and respected		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Develop and implement a Corporate Respect Strategy, including specific focus on schools, council services and the community	Agreed/don't know	What does this mean for yp? Yp get asked a lot but adults pick the views that they want to hear. Perhaps we should focus more on what we have already said we will deliver. Any contract issued by DCC – required that respect c&yp
Require all agencies to demonstrate how they are including children and young people in the development, delivery and monitoring of	Agreed	Must be real. Demonstrate how? What does this include/mean? C&yp should be assessing agencies and the degree to which they include c&yp. Rather than self-assessment. It must be a partnership

services		not just the views of yp or adults. require is too soft a word Are we doing this – if so how?
Promote respect in schools through the Rights Respecting Schools Award (RRS) (Unicef).	Agreed	Can we hear from c&yp in those schools re the difference it has made? How different would RRD be in secondary schools? Probably but it must be meaningful. Most disadvantaged schools should be targeted. RRS, how are they chosen? Publicity to everyone including parents
Integrate the participation of children and young people in the whole process.	Agreed	Remove 'whole process' and add in decision making that affects services, policies, development that impact on their lives. Recognise that this is starting early. Parents need to know and be informed in a meaningful way.
Work with schools and other settings to measure impact on feeling valued and being respected.	Agreed	Multi-agency approach (and evaluation) is better than the self evaluation that can happen.
Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
Increase the percentage of young people reporting that they feel valued and respected.	Agreed	How are the question asked? That depends on the question and how it is asked.
More children and young people will be engaged in decision making relating to the local area.	Agreed	liC, LCB's Youth Services
There will be increased Investing in Children membership accreditations.	Agreed	Investing in people awards.
Increased numbers of RRS accreditation.	Agreed	So what???
<p><u>General Comments</u></p> <ul style="list-style-type: none"> • Self respect/ self esteem not respect of others. Employers/ families/ communities not just schools. • Need common shared definition. • Attitude, approach, respect from Adults staff – fair and respectful individuals. • Adults base their expectations/views on appearance. • Same yp often faced with same local jobs. • Listened to through school councils. • Teachers don't understand; often think all yp are bad. Not listened to or respected. <p><u>Additional Actions proposed:</u></p> <ul style="list-style-type: none"> • Develop young community leader 		

- Positive news stories about c&yp – we need to flood the media with good news.
- Inter-generational activities – bring c&yp together with adults in communities.

ECM Outcome: Achieve Economic Well-being

Enable young people to actively engage in education, training or employment		
Actions in CYPP Plan	Action agreed /not agreed /don't know	Comments received at Workshop
Pilot and implement a Common Application Process from September 2009 for colleges.	No comments	
Ensure all 16 and 17 year old have an offer of a place in learning “(the September Guarantee”).	No comments	
Create more employment and training opportunities for young people in the public sector.	No comments	Need to include opportunities for employment in the Voluntary and Community Sector.
Promote opportunities for vulnerable groups.	No comments	
Work with partners to broaden the range of learning opportunities for 16-18 year olds.	No comments	
Promote the 14-19 learning prospectus to young people, their parents/ carers, and others who work with young people as the main source of information on opportunities.	No comments	
Measures in CYPP Plan	Measure agreed /not agreed /don't know	Comments received at Workshop
Increase proportion of 16-18 year olds in post 16 learning.	No comments	
Fewer 16-18 year olds discontinuing from learning prior to the end of their programme.	No comments	
More young people being employed in the public sector.	No comments	
Increased number of young offenders engaging in learning.	No comments	
Increased number of teenaged parents in	No comments	

education, employment or training.		
Increased numbers of young people with learning difficulties and disabilities in education, employment or training.	No comments	
Increased numbers of care leavers in education, employment or training.	No comments	
Increased numbers of 16-18 year olds in education, training or employment.	No comments	
<u>General Comment</u> - Flexible learning provision so not all courses start in September. Modular courses that could be started in January/Easter time etc.		