### Vision

"In the North East and North Cumbria we believe all children and young people should be given the opportunity to flourish and reach their potential, and be advantaged by organisations working together."

### Workforce

**Mental Health**
- Project 1 - Youth Mental Health First Aid (YMHFA)
  - Offering free YMHFA training to agreed 'gaps' where mental health expertise that would benefit our young people (aged 8+)
  - Those working with children aged 8 and above
  - Health
  - Local Authorities
  - Schools and colleges
  - Voluntary services
  - Families
  - 75% of all mental health problems are established by the time someone is 18
  - To increase mental health awareness and first aid skills to benefit our young people

**Poverty**
- Project 2 - Poverty Proofing the Health Setting
  - In this initial scoping work we look at what are the barriers felt by young people and families in relation to health settings - can we poverty proof some environments
  - Children's North East
  - Newcastle University ARC
  - Children, young people and families
  - Health settings to pilot poverty proofing in their environment
  - In 2016/17 the percentage of Children and Young People in England at 5 years old with poor oral health (defined by Decayed Missing or Filled Teeth – DMFT) was 23.3%. The North East average was very close at 23.9% but this included a wide range – from 19.3% Newcastle up to Middlesbrough at 32.1%
  - Increase our understanding of and reduce barriers to engaging in health from a poverty perspective

### Advocacy

**Additional Needs and Vulnerability**
- Project 3 - South Tees Arts Partnership
  - Designing and delivering a dance pilot in deprived areas of South Tees. Learn and spread to other areas and other Art genres
  - Northern Ballet Tin Arts & Eliot Smith Dance
  - 0-19 Service Middlesbrough
  - CYP MH Network
  - Teesside University
  - Public Health and LA Culture Team
  - The health life expectancy gap in UK is 19 years between the least and most deprived
  - Increase access to the arts and demonstrate its impact on wellbeing

### Involvement

**Inequalities and Access**
- Project 4 - Learning Disabilities Matters for Families Web App Implementation
  - Delivered by Learning Disabilities Network
  - www.learningdisabilitymatters.co.uk
  - To reduce acute hospital admissions for preventable illness for Children and Young People with Learning Disabilities

### Data and Digital

**Best Start in Life**
- Project 6 - Interactive Film with a focus on Mental Health and Perinatal Mental Health
  - Developed in our region by our professionals and young people.
  - 100's professionals and CYP Perinatal Mental Health and CYP MH Network
  - William Howard School
  - TryLife
  - Sunderland University
  - In North Yorkshire hospital admission as a result of self harm (10-24yrs) are well above the regional and England average
  - Increase awareness of mental health and perinatal issues to change behaviour

### Learning from Others

**Health Promotion**
- Project 7 - Social Media and Technology
  - Utilising social media and technology to positively engage with CYP and influence feedback on their services through project 5 above
  - Children Young people and families
  - Ensure our work is influenced and driven by our young people

### Cross Cutting Themes

**Childhood Illnesses**
- Project 8 - Asthma Focus
  - Understanding the current position across our region and sharing examples of good practice to improve quality and outcomes for young people living with Asthma
  - Acute and Primary healthcare Schools
  - Local innovations eg Beat Asthma
  - Data analysis experts
  - Need ICP rep for each patch
  - In 2016/17 hospital admission rates for asthma for children under 19 years stood at 202.8 admissions per 100,000 population across England. The North East had a much higher rate overall (266.2) which included a wide range of variation from 198.3 in North Tyneside to 406 in Middlesbrough
  - Reduce asthma attendances in A and E and spread best practice across our region