Can coproduction, community partnerships and parent education be as easy as ABC?

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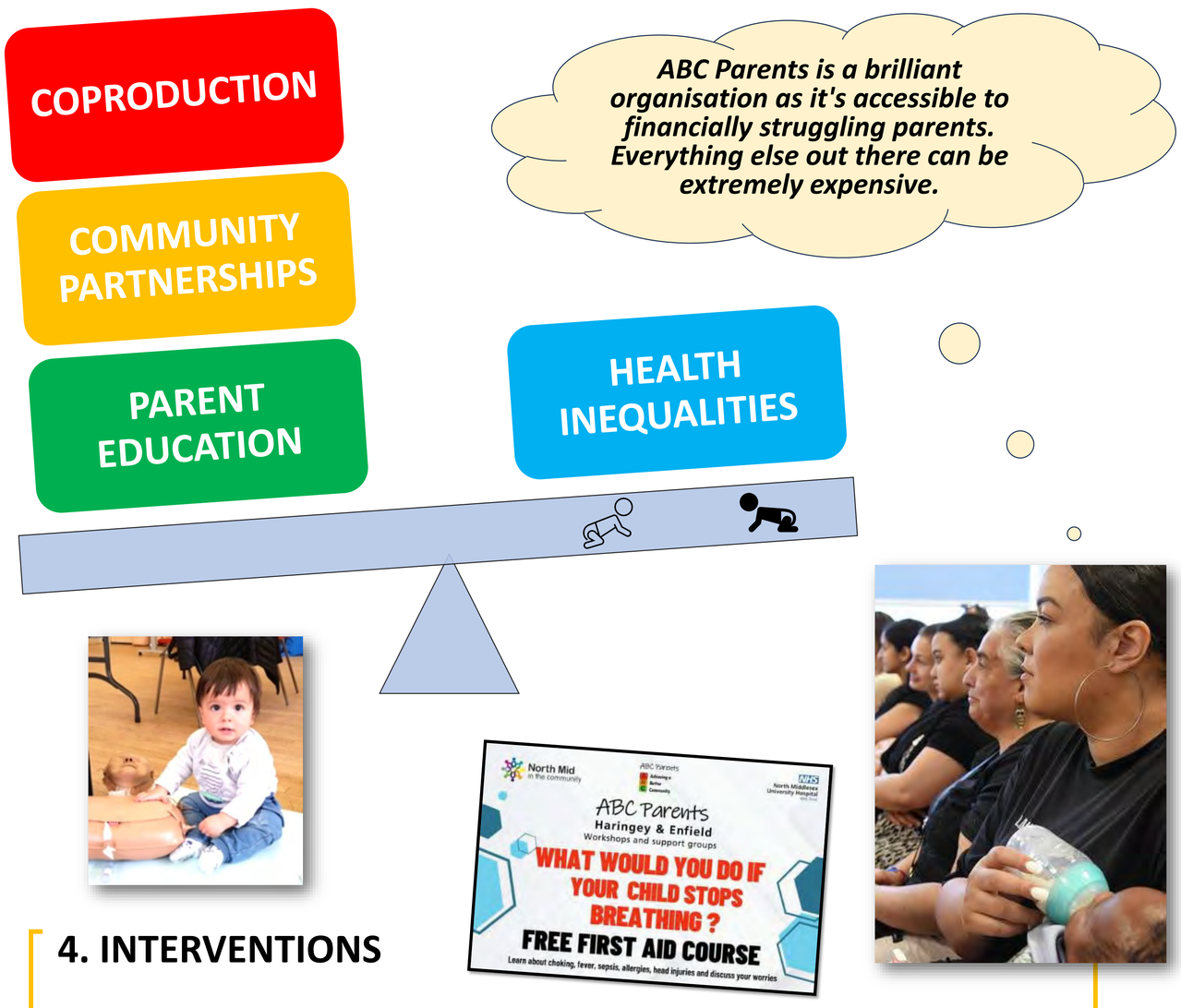
1. INTRODUCTION

We all know coproduction and partnership working are essential to tackle the stark health inequalities contributing to our overwhelmed A&E departments.

Poverty, isolation, language barriers and a lack of knowledge are all key drivers in health behaviours and how families use child health services. Awareness and uptake of preventative healthcare measures (e.g. vaccine, vitamin D, dental care, smoking cessation) are often dependent on ***how***, **where** and ***when*** information is given and by ***who***.

2. PROBLEMS

- "Inappropriate" attendances to children's A&E are stressful for families, costly and deemed a waste of resources.
- Was reaching families, building trust and impacting parents' health behaviours ***too difficult?***



3. AIMS

To develop a genuinely collaborative and multifaceted community-based programme to empower parents. Together with healthcare professionals, statutory and voluntary-sector organisations (VCSOs) our ambitious partnership set to tackle three key problems in our diverse community:

(1) Lack of child health knowledge,
(2) Poor parental confidence,
(3) Few sustainable communities.

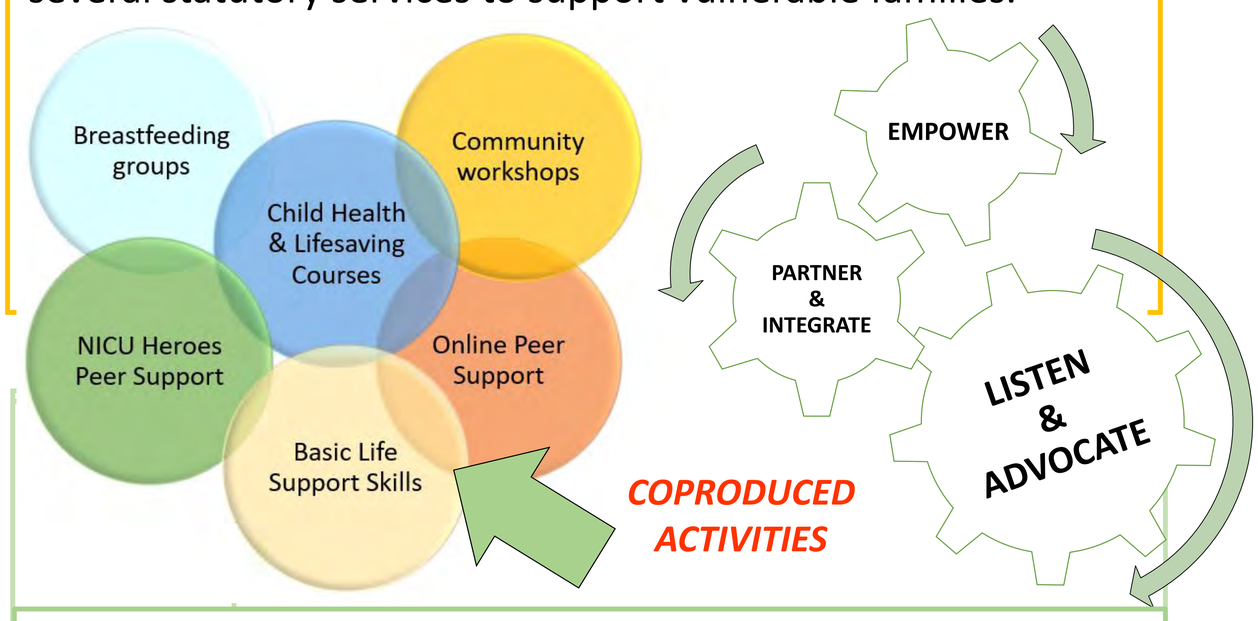
Not having family here in the UK I feel since I have joined this group, I've met some amazing mums and great friendships. Especially feeling 'alone' as a mum it's amazing to get the support we do.



4. INTERVENTIONS

Parents and healthcare professionals came together in listening events. Their collective experiences, local knowledge, reported gaps in community/healthcare services led to the creation of ABC Parents™.

This pilot project, led by paediatric staff at NMUH, was a joint bid, partnership and commitment with three local charities and several statutory services to support vulnerable families.



5. RESULTS

ABC Parents™ targets parents and carers who are suffering from health inequalities: language barriers, deprivation, vulnerability due to prematurity, isolation and mental health difficulties. **Commissioned by NCLICS**, we deliver parent education and peer support which is building confidence, changing behaviours, saving lives and improving inequalities.

Parents become "ABC Parents" and this belonging and onward training as Community and Breastfeeding Champions builds sustainability. Doctors and nurses are trained to deliver our first aid courses and workshops. Mentoring medical students led to more coproduction and innovation with courses delivered in ***Albanian.*** Courses in **Polish, Turkish and Arabic** have also been delivered. Working with schools, our multi-ethnic team inspires youths and offers work experience.

OUR MAIN COMMUNITY PARTNERSHIPS INCLUDE:

- ***Anchor institution:*** North Middlesex University Hospital (0-19 Community, Paediatrics, NICU, Health Visiting, Midwifery)
- ***Trained ABC Parents & Champions***
- ***Commissioned partners:*** Breastfeeding Network, Every Parent & Child and Bridge Renewal Trust
- ***Public Health*** (+Registrar time)
- ***Primary Care:*** GP Federation (incl. SPIN Module Programme, + GP time)
- ***Local Authority:*** Community Advice Hub, Citizens Advice, Children's Centres & Family Hubs, Social Care, Early Years, Schools, Libraries
- ***Charities:*** Salvation Army, Exodus YouthWorx, ECYPS, Shpresa, Edmonton Community Partnership, NYCC.

SCAN ME

6. CONCLUSION

Achieving a Better Community is as Easy as ABC!

A ppreciate the simplicity of engaging local parents and working together to tackle challenges impacting the health of babies & children.

B uild practical partnerships to better address issues and target families.

C ommit to making coproduction and partnership working real. Believe in the power to construct solid foundations for sustainable improvement.



Special acknowledgement to all ABC Parents staff, North Central London Integrated Care System (NCLICS), NMUH Staff, Bridge Renewal Trust, Every Parent & Child, The Breastfeeding Network, our wonderful Breastfeeding Helpers, Community Champions and local parents. Our gratitude to Public Health Haringey, Public Health Enfield and the local authorities for their continued collaboration.

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