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| Health Visitor Programme - Weekly News |

Issue 6

22nd November 2012

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**Congratulations!**

Well done to East Coast Community Health Care CIC who have successfully achieved stage two UNICEF Baby Friendly Accreditation.

“The Baby Friendly Initiative is a worldwide programme of the World Health Organization and UNICEF. It was established in 1992 to encourage maternity hospitals to implement the Ten Steps to Successful Breastfeeding and to practise in accordance with the International Code of Marketing of Breastmilk Substitutes. In the UK, we also work to implement the Seven Point Plan for Sustaining Breastfeeding in the Community and run a University Standards programme for midwifery and health visiting courses.

The Baby Friendly Initiative works with the health-care system to ensure a high standard of care in relation to infant feeding for pregnant women and mothers and babies. Support is provided for health-care facilities that are seeking to implement best practice and an [assessment and accreditation process](http://www.unicef.org.uk/BabyFriendly/Health-Professionals/Going-Baby-Friendly/) recognises those that have achieved the required standard.”

[www.unicef.org.uk/babyfriendly](http://www.unicef.org.uk/babyfriendly).

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**Information – \*\*\*EVENT CANCELLATION\*\*\*- The Health Visitor/Midwifery Workshop on Monday 26th November is cancelled.**

We do not have enough delegates registered on Monday to facilitate this. Everybody on the registration list for this event has been telephoned and emailed.

Please would you be kind enough to either re-register or email [jude.watson@nhs.net](mailto:jude.watson@nhs.net) to advise which date you would like to transfer to. Once again our sincere apologies for the inconvenience, we look forward to meeting at one of the other sessions.

**Workshop Dates and locations**

•              Newmarket Racecourse - 23rd November

<http://events.eoe.nhs.uk/all/2358>

•              Hilton Hotel, Stansted - 29th November

<http://events.eoe.nhs.uk/all/2359>

Agenda attached.

 

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**Information and Action – Recruitment and Selection Guidance**

A Health Visitor Recruitment Toolkit has been developed by NHS Employers with guidance on how to,

* Ensure your organisation is attractive to work for and an employer of choice,
* Successfully construct and write adverts,
* Support candidates and reduce recruitment administration, and
* Use marketing materials and ideas effectively.

Follow the link: <http://www.nhsemployers.org/PlanningYourWorkforce/childrensandfamilesworkforce/Healthvisiting/HealthVisitorRecruitmentToolkit/Pages/Healthvisitorrecruitmenttoolkit.aspx>

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**Information and Action - Public health commissioning in the NHS from 2013 – Sector 7a**

The NHS Commissioning Board (NHS CB) and the Department of Health have published their detailed agreement showing how the NHS CB will drive improvements in the health of England’s population through its commissioning of certain public health services. The agreement sets out the outcomes to be achieved.

The agreement sets out how the NHS CB is accountable for the successful delivery of these programmes, and arrangements for expert support from Public Health England. It provides service specifications which include the public health evidence and advice needed to support effective commissioning.

<http://www.dh.gov.uk/health/2012/11/sector-7a/>

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**Information and Action – Commissioners and Providers – Service Specification Healthy Child Programme**

DH has published a service specification for the health visiting service that will be commissioned by the NHS Commissioning Board. It contains valuable guidance and useful summaries of the how the programme should be implemented.

<https://www.wp.dh.gov.uk/publications/files/2012/11/27-Childrens-Public-Health-Services-pregnancy-to-5.pdf>

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**Reminder – Data Returns, Healthy Child Programme**

National data collection to measure progress of the HCP has arrived. The attached template collects information on antenatal contacts, new birth visits between 10-14 days, breastfeeding at 6-8 weeks, uptake of 2 – 2½ year assessments and childhood obesity. It is likely to increase to include more factors later. Those of you that are EIS will now be familiar with this type of request for data.

You will see that the data is quarterly but will be a monthly submission to allow for refining of data over time. So you should be able to complete Q1 and 2 and possibly some data for October in Q3.

The first data submission is due into the DH on 7th December. Therefore please can we have your first submission by Friday 30th November to allow us time to collate the data.  Please send to myself, Sarah – [healthvisitorPA@eoe.nhs.uk](mailto:healthvisitorPA@eoe.nhs.uk) or Glyn.  [glyn.pritchard@nhs.net](mailto:glyn.pritchard@nhs.net)



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**Reminder - Listening to the Voice of the Family Project - National Roll Out**

The DH has commissioned the Centre for Children and Families Applied Research (CCFAR), Coventry University to deliver a programme designed to enhance the competencies of health professionals when working with young children and families using new innovative engagement re-sources.  This programme will be delivered through a train the trainer model in 3 stages.

**Session 1** – online learning (approximately 3 hours to be completed at a time convenient for you)

**Session 2** – attending a practical workshop within your SHA area

**Session 3** – online learning & evaluation (approximately 3 hours to be completed at a time convenient for you)

We are suggesting that this training presents an opportunity for members of your skill mix team i.e. community nursery nurses to feel involved in the programme and gain experience therefore you may wish to nominate them to take part. They must feel confident and able to act as trainers for the health visiting team.

We are looking for 30 participants across the region who will be able to attend a 1 day workshop on Tuesday 5th February 2013 (location to be confirmed but likely to be in the Cambridge/Newmarket area) If all organisations could nominate 2-3 participants please. They will need to read the attached information sheet and complete and return the attached consent form by 13th November.



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**Reminder – All – Nominations for Regional HV Communities of Practice Workshop 11th December**

This workshop will launch our Communities of Practice in the East of England and will be an exciting opportunity to learn and share good practice. Open to all members of the Health Visiting Team. Please send all your nominations to [glyn.pritchard@nhs.net](mailto:glyn.pritchard@nhs.net). Flyer attached.



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**Reminder – RCN Recruitment Event 8th January 2013**

The RCN will once again be hosting a Health Visitor recruitment event in the East of England. The location is to be confirmed. We are working closely with the RCN and need your help to participate in the event.

* Members of the Health Visitor operational team – attendance required to support the event and talk to prospective candidates.
* Nominations sought for an inspirational Health Visitor speaker – ‘The Rewards and reality of being a Health Visitor’
* Nominations sought for a Newly Qualified Health Visitor Speaker – ‘Health Visiting Today’ (10-15 mins)
* Speaker form an HEI – ‘What does Health Visiting look like today and how to progress your interest in Health Visiting as a career’

We would also like to encourage participation through HEI stands, displays showcasing Health Visitor innovation. This offers the trust marketing teams the opportunity to promote themselves as employers of choice.

This event is timed to coincide with the launch of our 2013 recruitment campaign.

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**Coming Soon!**

The East of England HV Programme Office will soon be Tweeting. More details to follow.

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