

## Priority 1: Best Start in Life

All children in Oxfordshire should experience a healthy start to life and be ready for school, especially in our most deprived neighbourhoods.

Shared outcomes	Updates on activities delivering on priority	Challenges in progress	Plans for the year ahead	RAG Rating
1.1 Improved parental physical and mental health during pregnancy, birth and after birth	<ul style="list-style-type: none"> <li>- Early Years Board has developed a partnership strategy which was approved by the Children's Trust in April 2025. We are now developing an implementation plan and beginning to deliver against this strategy.</li> <li>- Early help and prevention board has developed a partnership strategy and associated implementation plan for strengthening our early help offer across the county.</li> <li>- We have begun planning for a Family Hubs network across Oxfordshire. This is in its early stages but our aim will be to provide joined-up, early help in local communities.</li> <li>- Public Health have commissioned Dad Pad for expectant and new fathers.</li> <li>- Oxford Health Healthy Child and Young Person service are completing a family mood assessment for all new families by the time the baby is 6 months old.</li> <li>- Parenting courses and CAMHS support have been provided to help expecting and new parents.</li> <li>- Equal Start Oxford Project provides maternity services designed specifically to address inequalities in access, experience and outcomes faced by Black and minoritised women. A celebration</li> </ul>	<p>Long term sustainable funding for best start in life and early years – there are VCFS initiatives across the county without long-term funding secured.</p> <p>We hear that professionals and families are not always aware of the services and support that is available to them. Our Family Hub digital offer will aim to address this by sharing information about services available across the county and how to access support.</p>	<ul style="list-style-type: none"> <li>- Early Years Board to progress strategy. This will include targeted work on parent-infant relationships and speech, language and communication development; increasing provision of high quality early years settings; and growing a workforce with the right skills for the future.</li> <li>- Early help and prevention board to progress strategy. This will include establishing a forum for those with lived experience to shape services, developing links with the VCFS, and embedding a standard approach to early help across the partnership.</li> <li>- We will work in partnership to design plans for a Family Hubs network across Oxfordshire.</li> <li>- Oxfordshire is launching Baby's Week in November 2025 to bring sectors and services together to promote the best start in life.</li> </ul>	Significant work underway, impact yet to be fully realised

	<p>event was held in March 2025 to showcase their work and the impact it is achieving.</p>			
<p><b>1.2 Children with good health, feeling safe and secure, living in nurturing environments</b></p>	<ul style="list-style-type: none"> <li>- We are working to embed family safeguarding approach as a way of working across all children's services, including children's social care, mental health, substance misuse and domestic abuse. mental health and education. We have worked with the National Centre for Family Safeguarding to roll out training.</li> <li>- We continue to develop our offer for children we care for, including to make sure they live in high quality, local homes and have timely access to health services.</li> <li>- We have utilised Reducing parental conflict government funding to deliver training and develop our provision in this area.</li> <li>- Through our cost of living programme we provide support to families including to support those eligible for free school meals with food over the school holidays, an emergency residents support scheme, and to fund community-based organisations offering cost of living support in local areas.</li> </ul>	<p>We need to upskill the partnership workforce on the importance of the 1001 days on child brain development and the impact that challenges during this period has on future learning and opportunities in later life. Parent-infant relationships are important for the physical, social and emotional development of the child.</p> <p>Further joint working required across the system to think about how we support children growing up in poverty and mitigate the impacts of this.</p>	<ul style="list-style-type: none"> <li>- We will respond to the Families first national reforms, developing our multi-agency ways of working to support children in need and children with a child protection plan.</li> <li>- We have bid for continued Reducing parental conflict grant funding and we have developed an implementation plan to make best use of this funding.</li> </ul>	<p>Significant work underway, impact yet to be fully realised</p>
<p><b>1.3 Children have opportunities for learning from birth and families supported with childhood development</b></p>	<ul style="list-style-type: none"> <li>- Early Years Strategy has priorities to support parents to provide the best start in life, provision of high quality early years settings and speech and language communication.</li> <li>- Oxfordshire County Education and Inclusion Partnership has been established and is developing a strategy to promote</li> </ul>	<p>As partners we need to encourage families with eligible 2 year olds to access the government funded childcare offer, as well as create local sufficiency of placements – this is key for supporting early child development.</p>	<ul style="list-style-type: none"> <li>- We will deliver against our early years strategy and implementation plan.</li> <li>- We will launch our education and inclusion strategy and embed this as a way of working with schools and settings across the county.</li> <li>- We will continue to develop our early years SEND offer and support.</li> </ul>	<p>Significant work underway, impact yet to be fully realised</p>

	<p>a shared approach to education and inclusion across the county.</p> <ul style="list-style-type: none"> <li>- 228 or 54% of Early Years Settings have registered for the Early Years SEND Inclusion Audit. The self-assessment enables settings to improve their early years ordinarily available SEND provision. Improvements from the audits so far have included more training on the SEND graduated response, updating the Early Years SEND flow charts, and developing information leaflets for parents/carers about SEND review meetings. Plans are in place to engage more settings in the initiative.</li> <li>- Oxfordshire Inclusive Economy Partnership organised an Early Years Summit to showcase the breadth of initiatives in Oxfordshire to ensure children have the best start in life.</li> <li>- Home Start are now part of 0-19 Public Health Service and provide home based support to improve family mental health, enable access to other services, model play and communication for child development</li> <li>- There is a partnership approach to offering Oxfordshire play spaces over the summer for children aged 0-5, offering sensory play and educational activities.</li> </ul>			
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<p><b>1.4 Early identification and support for children and families where there is emerging need</b></p>	<ul style="list-style-type: none"> <li>- 95% of families receive a new birth visit, 89% have a 1 yr review and 81% have a 2.5 yr review. Packages of care are offered by the Health Visiting workforce to address concerns about development (toileting, behaviour, healthy weight and nutrition, speech and language communication).</li> <li>- We continue to train partners through our Safeguarding Children Partnership on our thresholds of needs and front door approach so that we can effectively identify and support need. We have also provided training on early help strengths &amp; needs assessments to multi-agency partners.</li> <li>- As outlined above, our early help strategy, family safeguarding approach and emerging Family Hubs network will support in this area.</li> <li>- We have developed our Living well with neurodivergency offer to support families prior to assessment.</li> <li>- Tellmi and other web based initiatives such as SHaRON can be accessed directly by children and families at an early stage for mental wellbeing prior to assessment.</li> <li>- Welcomm speech and language support has been made available to all early years settings and there is now a pilot within primary schools.</li> </ul>	<p>Waiting lists for some specialist services still cause challenges for families. We are developing our offer to support families while they are on waiting lists.</p>	<ul style="list-style-type: none"> <li>- We will continue to work in partnership to strengthen our shared approaches to early help, including through the development of our Family Hubs network.</li> <li>- We will raise awareness of the early help offer and other support available to families.</li> <li>- We will continue to universally offer families child development reviews through the health visiting workforce.</li> </ul>	<p>Significant work underway, impact yet to be fully realised</p>
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## Priority 2: Children and Young People's Mental Health and Emotional Wellbeing

More children and young people in Oxfordshire should experience good mental health and emotional wellbeing.

Shared outcomes	Updates on activities delivering on priority	Challenges in progress	Plans for the year ahead	RAG Rating
<b>2.1 Improved emotional wellbeing and mental health of children and young people, with positive transitions to adulthood.</b>	<ul style="list-style-type: none"> <li>- New CAMHS contract has a transformation workstream focusing on transitions to adult mental health.</li> <li>- Through our SEND transformation programme we are starting work to review and strengthen transitions processes both within health and to adult social care, as well as developing the preparing for adulthood support we offer to young people.</li> </ul>	We need to map current transitions processes and consider improvements – this will include the wider role of multi-agency professionals, parents, carers, community and voluntary sector in supporting the young person as they transition to adulthood.	<ul style="list-style-type: none"> <li>- Progress planned transformation work to review and improve transitions processes.</li> </ul>	Significant work underway, impact yet to be fully realised
<b>2.2 A prevention first approach with meaningful measures to tackle drivers of poor mental wellbeing in childhood</b>	<ul style="list-style-type: none"> <li>- Oxfordshire has become a Marmot Place and is prioritising best start in life, ensure a healthy standard of living for and creating fair employment for all.</li> <li>- Director of Public Health Annual <a href="#">Report 2024-2025</a> sets out in more detail the support offered and work underway to promote the emotional wellbeing and mental health of young people. The impact of mental health wellbeing and economic activity for young people aged 16-24 years. This includes supporting more young people to access employment, education and training.</li> <li>- Department of Education has provided schools with Senior Mental Health Leads Training grant to equip schools with evidence-based strategies to promote and support the mental</li> </ul>		<ul style="list-style-type: none"> <li>- Progress towards 100% coverage of mental health support teams in schools by 2029. Currently we are on 69%.</li> <li>- We are sharing the Director of Public Health Annual Report with key organisations and meetings to influence action for improving the mental wellbeing of children and young people.</li> </ul>	Significant work underway, impact yet to be fully realised

	health and resilience of pupils, learners and staff.			
<b>2.3 Increased and diversified capability to support CYP with their emotional and mental health needs at earliest opportunity</b>	<ul style="list-style-type: none"> <li>- Oxfordshire Mind project in schools to support senior mental health leads and schools to take a whole school approach to mental health. 10 schools are on the first cohort and are taking part in training and learning to develop their skills and to design a programme which we can roll out more widely.</li> <li>- Rise Up Programme is being piloted in 10 schools following interest from schools at the School Sports Partnership Conference. The programme guides teachers to implement trauma informed practice in physical education and has demonstrated positive benefits in pupils' wellbeing.</li> <li>- TellMi Digital Support app for 11+ in Oxfordshire was launched in September 2024. 79% of Oxfordshire schools have engaged on some level with Tellmi.</li> <li>- Oxfordshire MIND have been commissioned by Public Health to deliver mental wellbeing and suicide prevention training (all ages). So far 101 people have been trained in Youth Mental Health First Aid. This training is aimed at non-specialist workers who have regular contact with young people.</li> <li>- Grants have been made available to local community groups for mental wellbeing and suicide prevention for CYP. This is a</li> </ul>		<ul style="list-style-type: none"> <li>- Further work to embed TellMi and encourage take-up across the county.</li> </ul>	Significant work underway, impact yet to be fully realised

	partnership between Public Health and West Oxfordshire District Council.			
<b>2.4 Closer partner collaboration to align and improve our system approach to accessing help</b>	<ul style="list-style-type: none"> <li>- CAMHS held a showcase event in February 2025 to explain the support and services available, and how parents/carers can be supported to help their young person with mental wellbeing.</li> <li>- Ongoing CAMHS transformation work in the new contract including a multi-agency protocol for children and young people in crisis and CAMHS Supportive Steps service.</li> <li>- Our multi-agency safeguarding hub (MASH) and its partnership steering group continue to work to improve understanding of thresholds and to help families to get the right support at the right time.</li> </ul>	A significant proportion of the families referred to CAMHS do not require a CAMHS intervention. Work is underway to understand more about the reason for referral and which other organisations in Oxfordshire would be able to help at an early stage.	<ul style="list-style-type: none"> <li>- Continued partnership engagement in CAMHS transformation work and mental health and emotional wellbeing strategy.</li> </ul>	Significant work underway, impact yet to be fully realised