



GRAPHIC IMPACT: A group of young people have created a graphic novel to help to teach other young people about the dangers of child sexual exploitation. Read the story on page 3

County becomes partner to improve children's services

North Yorkshire County Council had welcomed the Government's decision that it will be one of six partner authorities to share good practice in children's services at a national level.

North Yorkshire is to be a Partner in Practice for the Department for Education, which means it will support and work alongside other authorities to share best practice and develop more sustainable high performance across the country.

"To be recognised again for the quality of our children and young people's work at a national level is really excellent," said County Councillor Janet Sanderson, Executive Member for the Children and Young People's Service.

Since 2010, the county council has transformed children's services, including social work practice, for children and young people so that it has become one of the country's top-performing authorities. It employs no agency staff and has an

experienced workforce. The county council's vacancy rate is now half the national average – 7 per cent rather than 14 per cent; the turnover of social workers is 4 per cent below the national average and sickness rate 25 per cent below the national average.

Last year Ofsted judged North Yorkshire's children's services as 'good' in every category and inspectors praised "the commitment to front line services to further improve the delivery."

Children needing additional support or those at most risk experience timely and effective multi-agency help.

"Great local services need a great workforce and a joined up system committed to making a difference for all," said Pete Dwyer, North Yorkshire's Corporate Director for Children's Services. "We know there is more to be done, but we also know we are making a real impact."

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Service pupils gather at cathedral to celebrate new beginnings

Hundreds of children of Armed Forces' families from over 30 schools in North Yorkshire have gathered in Ripon Cathedral to celebrate the unique lives of Service children.

A service on the theme of new beginnings was held to support and welcome about 1,000 children who have moved to North Yorkshire with their families this year as a result of major basing changes in the Army.

Over 600 Service children and young people attended the service. The schools are members of HMS (Her Majesty's School) Heroes, a pupil-led organisation supported by the Royal British Legion, which gives young people a voice and helps to raise the profile of Service children and explain the challenges that go hand-in-hand with being part of a military family.

North Yorkshire County Council secured Ministry of Defence funding to appoint two Service Pupil



Champions in September 2014 to develop HMS Heroes further, bring service children together for mutual support and activities and to provide bespoke support to families. As a result North Yorkshire now has the largest number of schools in the country signed up to HMS Heroes, after Plymouth, where the scheme began.

There are already nearly 3,000 Service pupils in North Yorkshire, one of the largest groups in the country, and the county council is recognised nationally for its good practice in the support it gives.

Prevention Service sets out its core offer to provide early support to children and families

Effective early support can prevent the escalation of difficulties and transform lives, and in North Yorkshire there are a number of children, young people and families that are more likely to experience difficulties and need support and guidance to help overcome them.

The County Council's Prevention Service has been formed to target support at children, young people and their families from a broad range of priority groups.

Through quality intervention, it will narrow the gap in health, wellbeing and educational outcomes between the majority of children and young people and those who are more vulnerable to poorer outcomes. The aim is to make sure that, as far as possible, the support and intervention offered is informed by evidence and appropriately targeted so that achievable, positive outcomes are realised for the whole family.

The Prevention Service core offer sets out against each identified "need":

- What service it will offer and,
- The outcomes it will strive to achieve.

It also states the agreed service standards, against which the service will be measured to ensure it is delivering a timely, responsive and effective service to:



- children, young people and families;
- partners, including schools, health professionals and other key agencies; and
- its workforce.

The service recognises that this offer is a starting point and that development and refinement will be on-going; so development priorities for 2015/16 have also been set out. Complete with full contact details for the service teams, Facebook links and a map showing the geographical boundaries for the area teams, this will be available online and circulated to key organisations before the end of the year.

For more information, go to www.northyorks.gov.uk/cfsp.

30 years of helping children to eat healthily

The County Council has been celebrating 30 years of campaigning about healthy eating in schools.

Thirty years ago a mascot in the form of a six-foot carrot called Herbie was created to take the fresh, healthy foods message into schools and improve school meals take-up.

Herbie, who celebrated his birthday last month, still makes regular school visits. He became central to the strategy to increase meal numbers, buy better quality food and introduce more salads and healthier options.

Over this period, North Yorkshire County Caterers, the school meals service, has been at the forefront nationally of pushing ahead with its policy of buying local, fresh food for the nutritional benefit of the county's children as well as supporting local farms, growers and suppliers.

"Not only is this good for children and young people who can enjoy freshly prepared, high-quality food



YOUR GOOD HEALTH: Herbie the carrot celebrates 30 years of healthy eating with children at Romanby School in Northallerton

for their school meal, but it is also good for the local economy by keeping money in the region," said County Councillor Arthur Barker, Executive Member for Schools.

School meals take-up has gone from 21 per cent to 70 per cent over the last 30 years and this year North Yorkshire's school meal service will spend nearly £6m on food supporting local and regional producers.

During November, Herbie celebrated with schools around the county.

Young people's graphic novel provides teaching tool on child sexual exploitation

A group of young people have created a graphic novel that will help alert others in North Yorkshire to the risks of child sexual exploitation.

The graphic novel – a comic dealing with mature themes – is entitled *Web of Lies* and tells the story of Kelly, a 14-year-old, who is flattered when an older boy starts to pay attention to her. But the relationship spirals out of control as her boyfriend reveals a dark, controlling side.

It has been created by members of Safe and Sound, a group of young people who meet at Trax Centre in Harrogate with youth worker Sara Atkins, of North Yorkshire Prevention Service, and commissioned by the North Yorkshire Safeguarding Children Board (NYSCB) as part of North Yorkshire's child sexual exploitation strategy.

The group discusses issues of personal safety and risky behaviour for young people in the Harrogate area and produces material that is not only appealing to young people but also has strong messages about staying safe.

It has produced a previous graphic novel, *It Started With A Kiss*, which focused on domestic abuse and was used as a

teaching tool in schools. The members chose to work with NYSCB to follow this with one child sexual exploitation to highlight that this could happen anywhere.

Group spokesperson Jack Lowerson said: "Exploitation in the early stages is difficult to recognize and young people need to notice the signs as early as possible, manage the risks and keep themselves safe.

"We wanted to create something different and more thought provoking; something that would help young people to recognise the signs of an exploitive relationship and the damaging and devastating effect that this can have, not just on themselves but also their friends and families."

The novel will be used as part of personal, social, health and economic (PSHE) lessons in schools. It will also be used to support group work and one-to-one work with young people in statutory and voluntary settings across the county.

Members of the group are Beth Grace, Jack Lowerson, Alice McAvoy, Jamie Sockett, Owen Gregory, Sarah Embleton, Summer Godfrey, Elizabeth Myles, Chloe Newbould, Jack Hobson, Cian Yates-Lowe and Heather Schofield.

Report focuses on helping county's young

Young people from across North Yorkshire have made major contributions to a report that focuses on the issues that affect their health and wellbeing, and outlines plans to ensure they can enjoy happy and healthy futures.

The Annual Report of the Director of Public Health 2015, *The health of our children: growing up healthy in North Yorkshire*, is the work of Dr Lincoln Sargeant (pictured), Director of Public Health for North Yorkshire, with contributions from partner organisations and young people.

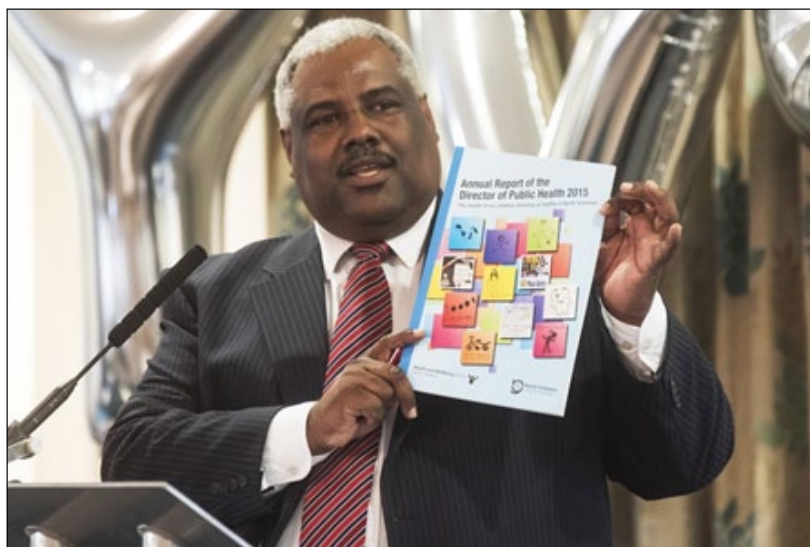
It explores health challenges children and young people face at different stages.

"This is my third annual report and this year it looks at the lives of children and young people," said Dr Sargeant. "We want to improve the health of all our residents and make sure everyone has equal opportunities to lead healthy lives, and to achieve this we must begin where our health challenges start - in childhood. Our starting point for the report was to ask young people what being healthy meant to them. Many schools contributed and students sent us their ideas and artwork, which made the report really come alive."

The report's key recommendations are:

Child poverty: future county council strategies and plans that have an impact on health and wellbeing will be assessed to see how they help to tackle child poverty.

Improving childhood health: the county council will work with partners to ensure that its healthy child programme



includes targeted health services for vulnerable groups.

Supporting families: it will work with partners to provide parenting programmes, improve the quality of family life and reduce dependency on health and social services.

Tackling childhood obesity: the county council and partner agencies will develop a 'Healthy Weight, Active Lives' strategy to encourage young people to do more exercise and improve their eating habits.

Education: it will work with schools and partners to deliver high-quality Personal Social and Health Education that includes discussions about risky behaviour and the importance of healthy lifestyles and good relationships.

Give every child the best possible chance: it will work with schools to help them develop knowledge about mental health, and also develop a whole-school approach to emotional health and wellbeing.

Board updated on progress against priorities

At their recent meeting, North Yorkshire Children's Trust Board members discussed progress on the priorities in the Young and Yorkshire Children's Plan.

Ensuring education is our greatest liberator

Members heard an update about the implementation of the Commission for School Improvement. They also considered a performance report against indicators set out in the plan. This provides information on performance to date and anticipated future performance. The board was asked to consider whether there were areas they felt needed greater emphasis on reporting.

Helping all children enjoy a happy family life

A draft report provided a partial evaluation of Young and Yorkshire, and in particular presented a critical assessment. This was brought to the board so that the findings, leadership challenges and critical questions it posed

and the information it contains could be used as a basis for identifying a set of partnership recommendations to inform systemwide development. The draft report can be downloaded at www.northyorks.gov.uk.

The board also heard an update on progress in combating child sexual exploitation and had a presentation on the LSCB Annual Report 2015.

Ensuring a healthy start to life

The board heard an update on implementation of the Healthy Child programme. The County Council has consulted on arrangements for its new 0-5 years old Healthy Child Service. Responsibility for delivering this service was transferred from the NHS to local authorities last month. Feedback received through the consultation will be important in ensuring the right service is put in place for local families.

Communications work recognised

North Yorkshire County Council family outreach worker Bev Crisp, who works at Whitby and Moors Children's Centre, was awarded the Communication Champion Award at a ceremony hosted by comedian David Baddiel, for her work developing an early years intervention programme that supports the speech, language and communication development of children.

The national Shine a Light Awards celebrate innovative work, inspirational individuals and excellent practice in supporting children and young people's communication development.

Bev spent all her spare time over the past year on the creation of the Building Blocks for Language programme, an eight-week programme that uses simple strategies to help parents understand the importance of early communication.

To date, thirty-five children have gone through Bev's programme, where both children and parents attend a series of group-based sessions. The programme is designed around items that can be found in day-to-day life, so it can be easily replicated at home. As well as the



HONOUR: Family outreach worker Bev Crisp receives her Shine A Light award from comedian David Baddiel

sessions, Bev visits each family home to offer additional support and advice.

The programme is now being replicated across the county.

Bev said: "I feel privileged to be part of an amazing team which enables me to give children and their families the opportunities and support to reach their full potential. Often in my day-to-day work to see a child smile and their eyes sparkle with confidence can make all my hard work worthwhile."

Successes for county children's services in national awards



North Yorkshire County Council's Children and Young People's Service has won two national awards for its work with the county's young people.

The County Council has won a Social Worker of the Year silver award for creative and innovative social work practice for its ground-breaking No Wrong Door programme. No Wrong Door is designed to improve radically the life chances of some of the county's most vulnerable and challenging young people, and reduce the numbers ending up either homeless or in the justice system.

The second award came at the 2015 Children and Young

People (CYP) Now Awards in London. They represent the gold standard in services for children, young people and families across the UK and recognise the most innovative and effective work in transforming young lives and building a better society.

North Yorkshire's Highly Commended Award was in the Family Support category for the County Council's School to School Transfer: Army Drawdown Support Programme. This is a support programme for the military drawdown and wider Army Rebasing Plan that has led to the move to North Yorkshire of hundreds of service children from Germany and Cyprus and parts of the UK.

North Yorkshire congratulated by Ofsted for GCSE results

North Yorkshire County Council has been congratulated by Ofsted for its students' high achievement at GCSE.

The county council's chief executive, Richard Flinton, received a letter from the schools inspectorate congratulating the authority on the fact that the percentage of North Yorkshire's students achieving 5 A*-C at GCSE,

including English and mathematics, is significantly above the national figure. In his letter, Nick Hudson, Ofsted's Regional Director, also congratulated the council on a "much improved" outcome on 2014. North Yorkshire's results for the percentage of pupils attaining 5 GCSEs at grades A*-C including English and mathematics were five per cent above the national.

Healthy lifestyle service offers bespoke package of family support

October saw the launch of the North Yorkshire County Council Children and Young People's Healthy Lifestyle Service. The service is a component of the 5-19 Healthy Child Programme and offers a bespoke family-focused package of support for children and young people who are above a healthy weight.

Each family is offered a 12-week programme, which is delivered by a healthy lifestyle advisor within the family home. During the programme, families take part in a range of fun and interactive sessions based on key lifestyle topics, complete weekly challenges and set their own personalised goals to help them on their journey.

The aim of the service is to help children and young people work towards becoming a healthy weight by providing them and their family with the tools and knowledge to make positive, realistic and achievable changes, empowering them to opt for a healthier way of living.

After completion of the 12-week programme, families are offered continued support and guidance via motivational phone calls and follow-up appointments, helping them to stay on track.

Healthier choices scheme works with food businesses

A pilot project to encourage healthier eating habits and reduce levels of obesity in North Yorkshire has been launched by the County Council.

The "healthier choices" campaign sees officers from the Trading Standards team out and about, working with food businesses in and around Scarborough and promoting a free gold, silver and bronze certification scheme.

Certificates are awarded to food preparation businesses that introduce a range of healthier food choices for customers, such as different portion sizes, reduction of sugar and salt in ingredients, and promoting water and low-sugar drinks.

The campaign is being rolled out as a pilot in the Scarborough area in partnership with participating businesses. It is part of the council's commitment to improving the health and wellbeing of people in North Yorkshire by tackling obesity and encouraging physical leisure activities.



A seasonal day out for county's fostering families



Fostering families from across North Yorkshire had a great day out with Santa, courtesy of the Wensleydale Railway.

The Santa Special steam train journey gave Fostering North Yorkshire's families an opportunity to socialise and share experiences, as well as having a family fun time out in the run-up to Christmas. It was sponsored by Wensleydale Railway, with all the foster families travelling free of charge. Santa was very generous with his gifts, too, and every child got a special present.

Fostering North Yorkshire recognises that the whole family becomes involved with fostering and so the opportunity to spend quality time together is very important.

Events like these for foster carers help them and their families to feel valued, which research by the Fostering Network has shown is a key factor in retaining foster carers in the long term.

This has been a successful approach in Fostering North Yorkshire, as almost half of its foster carers have been active for five years or more, with the longest-serving foster carers being in place since 1984.

Anyone interested in becoming a foster carer can book a place at the Fostering North Yorkshire event on 10 February 2016.

People can also find out more about fostering on the County Council's website, www.northyorks.gov.uk/fostering, or by calling Fostering North Yorkshire on 01609 534654.

Alcohol pathway now available to provide support

The North Yorkshire Alcohol Pathway has been developed by a multi-agency, multi-disciplinary group led by North Yorkshire County Council's public health team. It is a tool to support practitioners appropriately to identify risky drinking levels and take evidence-based action, including safeguarding action and/or referral to a specialist service, where appropriate.

Many professionals are being offered training in identification and brief advice (over 16s only) as part of the roll-out of the pathway and Joint Alcohol Strategy, an evidence-based preventative intervention which takes five to ten minutes and is shown to reduce alcohol consumption and therefore impact on associated behaviours and implications. Anyone working for North Yorkshire County Council can contact workforce development for more information.

The pathway will be available shortly on the Alcohol Strategy website and the North Yorkshire County Council's Adult Substance Misuse Service website. If you would like further information or would like a discussion on the pathway within a team meeting, contact Angela Hall on 01609 533552 or at angela.hall@northyorks.gov.uk.

Partnership protocol

A partnership protocol has been developed in recognition of the need to have effective communication and engagement between North Yorkshire's:

- Health and Wellbeing Board;
- Safeguarding Adults Board; and
- Safeguarding Children Board.

The protocol sets out the distinct roles and responsibilities of the boards, the inter-relationships between them in terms of safeguarding and wellbeing and the means by which effective co-ordination and coherence between the boards is secured.

Updates on Voice, Influence and Participation successes

A Voice, Influence and Participation report presented to the Children's Trust Board described what has been happening with work to give children and young people a voice and how they are influencing and participating in decision-making.

The first principle within Young and Yorkshire is to involve children, young people and their families at all stages of planning, delivering and evaluating services.

In April, a Voice, Influence and Participation team was established from staff that had previously been in children's social care and the youth support service.

They have been given the task of translating the Young and Yorkshire principle into action.

Over the last year, the young people who are involved in voice, influence and

participation work and the officers that support them have had some notable successes. The team will now work on a range of future actions, which include:

- **creating four groups for the main specialist youth councils that will meet in Scarborough, Northallerton/Richmond, Selby and Harrogate;**
- **in partnership with the existing Flying High group, creating area groups that cater for younger children with SEND based on the Flying High model; and**
- **holding a children's summit and looking at ways of decision makers talking to groups of children, similar to what is being developed with young people.**

The VIP group will be a strategic meeting that has an action plan that is agreed with the board annually.

Board looks at results of self-assessment exercise

The Children's Trust Board discussed the results of the Children's Trust self-assessment exercise.

One of the Children's Trust Board's principles is to "Strive for excellence in everything we do", so it committed to a programme of regular self-assessment and evaluation to ensure it continues to provide effective leadership.

A self-assessment exercise was

undertaken by the board in October.

Through facilitated workshops the board was tasked with identifying strengths, challenges and opportunities against a number of themes.

As a result, the board has the opportunity to enhance the way in which it works to improve outcomes for children, young people and families in North Yorkshire.

Vision in response to Future in Mind

Following the publication of Future in Mind by the Department of Health, a local transformation plan for delivering effective mental health services for children and young people in North Yorkshire has been developed.

The national ambition requires local leadership and ownership. All clinical commissioning groups are required to publish a local transformation plan and work began on the North Yorkshire Plan as soon as Future in Mind was published.

The outcome of the preliminary work was two-fold. First, to envision the future service. By 2020, the aim is to work together and share resources across North Yorkshire and York to make sure that children and young people:

- grow up confident and resilient and are able to achieve their goals and ambitions;
- can find help easily when they need it;
- receive help that meets their needs as individuals in a timely way; and
- are fully involved in deciding on their support and more broadly how services are delivered and organised.

Three priority areas for investment were then identified, in addition to the priority themes published by NHS England:

- prevention, promotion and early intervention;
- a system without tiers;
- easy access to appropriate help; and
- care for the most vulnerable children and young people.

These themes are being worked into action plans that will deliver significant new levels of support for children and young people and those who work with them.

This newsletter is produced by North Yorkshire County Council on behalf of the Children's Trust

For more about the work of the Children's Trust, visit <http://cyps.northyorks.gov.uk/childrenstrust>.

Who are the partners?

North Yorkshire County Council, North Yorkshire schools, NHS North Yorkshire and York, district and borough councils, North Yorkshire Police, Youth Justice Service, York and North Yorkshire Probation Trust, North Yorkshire Fire & Rescue Service and the voluntary and community sector.

If you would like this information in another language or format such as Braille, large print or audio, please ask us.

Tel: (01609) 532917 Email: communications@northyorks.gov.uk



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Keeping young safe is key to updated strategy



North Yorkshire Health and Wellbeing Board has approved the publication of an updated Joint Health and Wellbeing Strategy for the county following a public consultation on its content.

The key issues that came out of the consultation were the importance of belonging to a vibrant, caring community and reducing social isolation; having access to health services when they are needed; keeping children and young people safe from drugs, alcohol and unsafe sex; and helping people to remain in their own home by giving them the support they need. The full Health and Wellbeing Board Strategy can be downloaded from www.nypartnerships.org.uk/healthandwellbeing.

Sexual health services

Sexual health services for North Yorkshire are now provided under the name YorSexualHealth and include improved access to services and better training and support to professionals.

One-stop shop clinics in a range of locations across the county provide contraception, STI tests and treatments for all ages, with a particular focus on young people. North Yorkshire AIDS Action provides support services for People Living with HIV and Yorkshire MESMAC provides Community Outreach Services as part of the new integrated YorSexualHealth service.

For more information, email yorsexualhealth@york.nhs.uk or visit www.yorsexualhealth.org.uk/professionals.

To submit an article to this newsletter, email Martin Feekins at martin.feekins@northyorks.gov.uk

How do I get copies?

The newsletter is emailed to partner organisations and is available via the cyps.info website. You can also call Martin Feekins on 01609 533109 or email martin.feekins@northyorks.gov.uk