Best start in life
JSNA
Delivering better outcomes during pregnancy and in the early years
All together, working, playing, learning, growing, laughing, innovating, caring, sharing, living… Sunderland!

**Key data**

- Hospital admissions in children aged 0-4 years for accidental and deliberate injuries - 241.2 per 10,000 population

- Women affected by perinatal mental health - 10-20%

- Children with identified speech, language communication needs – 2.28%

- Estimated prevalence of for speech and language impairment for under 5s - 10-15%

- Smoking in pregnancy – 18%

- Low birth weight – 4.2%

- 35.2 teenage conceptions per 1,000 (6th worst)

- 9.5% under 16 conceptions (5th worst)

- Breastfeeding initiation -57.5%

- Breastfeeding continuation - 26.2%

- Tooth decay – 40.1%

- Good level of development at end of reception - 66%

- (51% FSM/69% NFSM)

- Children overweight/obese in Reception – 22.1%

- Children overweight/obese in Year 6 – 36.3%
Key issues

Improving **maternal health outcomes** and embedding delivery across the **6 early years high impact areas**:

- Transition to parenthood and early weeks
- Maternal (perinatal) mental health (Perinatal Depression)
- Breastfeeding (Initiation and Duration)
- Healthy weight, healthy nutrition (to include physical activity)
- Managing minor illness and reducing accidents (reducing hospital attendance/admissions)
- Health, wellbeing and development of the child – two year old review (integrated review) and support to be ‘ready for school’