

Commissioning a School-Aged Health Improvement and Prevention Service

To: Children and Young People's Committee

Meeting Date: 25th June 2024

From: Executive Director of Adults, Health, and Commissioning

Electoral division(s): All

Key decision: Yes

Forward Plan ref: KD2024/062

Executive Summary: The 'Healthy Schools Support Service' contract comes to an end on 31st March 2025. This paper is asking Committee to consider a new service from 1st April 2025, in line with the emerging integrated place-based model to support 5–19/25-year-olds.

Recommendations: The Committee is recommended:

- a) to commission a School-aged Health Improvement and Prevention Service (SHIPS) across Cambridgeshire in line with the emerging integrated place-based 5-19/25 model. This will add system capacity to the co-ordination of place-based services for this cohort as well as the provision of a 'Healthy Schools' online resource and accreditation scheme, and delivery of Public Health interventions.
- b) for Cambridgeshire County Council (CCC) to initiate the procurement using a competitive process under the Provider Selection Regime (PSR) for delivery of this service. The new contract would commence on the 1st of April 2025 for a duration of 2 years with the option to extend for a further 2+2 years (total 6 years) subject to evaluation of the service.
- c) to endorse for approval by the Strategy, Resources and Performance Committee the annual budget of £400,000 for the first 2 years of the contract.

- d) to delegate authority to the Executive Director for Adults, Health and Commissioning to award the contract to the chosen provider and exercise the option to extend the contract after each 2-year period, in consultation with the Chair and Vice Chair of the Children and Young People Committee.

Officer contact:

Name: Raj Lakshman

Post: Consultant in Public Health

Email: raj.lakshman@cambridgeshire.gov.uk

1. Creating a greener, fairer, and more caring Cambridgeshire

1.1 The School-Aged Health Improvement and Prevention Service (SHIPS) will support delivery of Cambridgeshire County Council's Strategic ambitions as detailed below.

1.2 *Ambition 1 Net zero carbon emissions for Cambridgeshire by 2045, and our communities and natural environment are supported to adapt and thrive as the climate changes.*

The provider will be encouraged to use sustainable models of service delivery. Majority of the resources will be online to enable schools and other stakeholders to self-serve. Some directly delivered interventions will require travel and face to face delivery, but this will be minimised.

Ambition 2: Travel across the county is safer and more environmentally sustainable.

A proportion of the services and meetings are provided virtually which means there is less travel across the area, affecting carbon emissions.

Providers are asked to adopt sustainable travel options whenever possible.

Ambition 3 Health inequalities are reduced.

The commissioned service is universal, but it is targeted at certain high-risk groups who often experience health inequalities and have overall poorer health outcomes. The service enables and empowers families, children and young people to lead healthy, independent lives prioritising the most vulnerable in society.

Ambition 4 People enjoy healthy, safe, and independent lives through timely support that is most suited to their needs.

The service promotes whole-school approaches to health and wellbeing. The young and adults at risk are safeguarded in the context of their families, peers, schools and communities. Our children, young people, and their communities benefit from a whole system approach to tackling the health, safety and security.

Ambition 5: People are helped out of poverty and income inequality.

The service will contribute to the Health and Wellbeing Priority 'We will ensure our children are ready to enter education and exit, preparing them for the next phase of their lives while creating an environment that gives everyone the opportunity to be as healthy as they can be'. The service will promote early intervention and prevention measures to improve physical and mental health and wellbeing.

Ambition 6: Places and communities prosper because they have a resilient and inclusive economy, access to good quality public services and social justice is prioritised.

The service delivers on the ambition for every child to get the best start in life with a particular focus on children in care and care leavers, children with SEND and those Electively Home Educated or in Alternative Provision.

Ambition 7 Children and young people have opportunities to thrive.

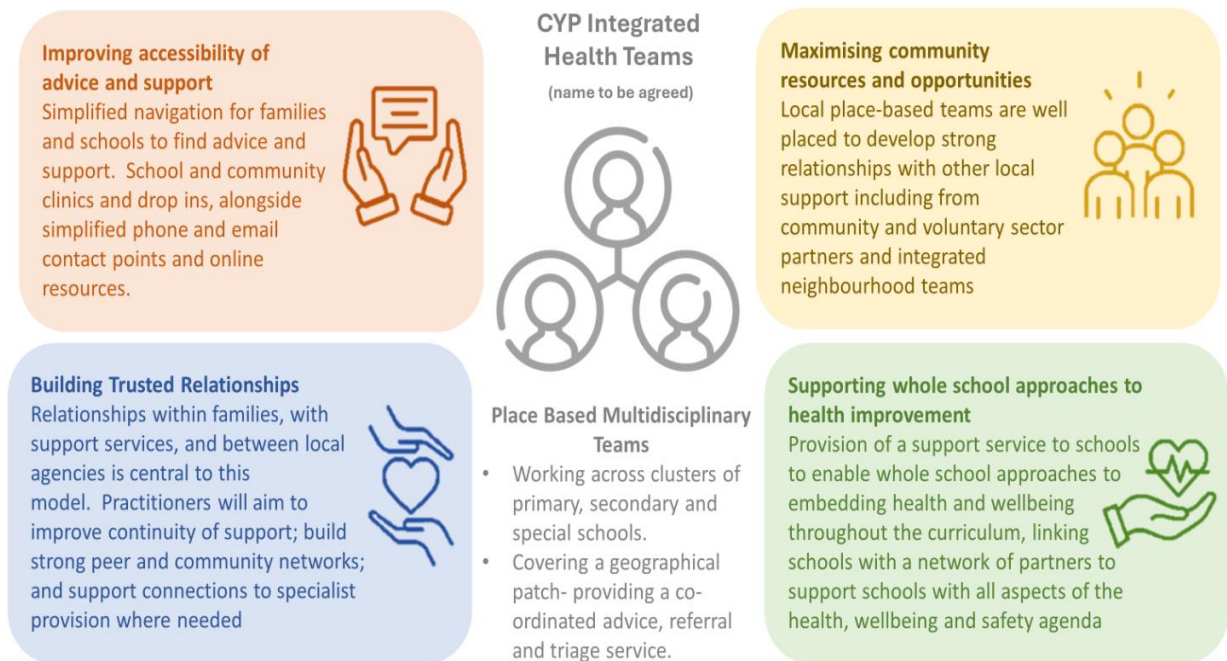
The service directly delivers on this ambition. Giving every child the Best Start in Life and improving outcomes for children will provide a healthy workforce for the future.

2. Background

- 2.1 In 2018, Cambridgeshire County Council (CCC) and Peterborough City Council (PCC) jointly commissioned a Healthy Schools Support Service to support schools to embed whole school approaches to promote health and wellbeing throughout the curriculum. This included facilitating a network of partners to support schools with all aspects of the health, wellbeing, and safety agenda, and provide specific interventions on nutrition and smoking/vaping prevention.
- 2.2 The annual value of the current contract is £227,000 with £168,720 from Cambridgeshire and £58,280 from Peterborough. The provider is Everyone Health and CCC is the lead commissioner.
- 2.3 The Healthy Schools Support Service was initially commissioned in recognition that schools have a vital role in promoting pupils' physical, emotional, and mental health and wellbeing. There is clear evidence that there is an association between children's health and wellbeing and educational attainment, acknowledging that when children are healthy and happy at school, they can also achieve better education outcomes.
- 2.4 Over the last year we have been undertaking revisioning work around the offer to school-aged children and young people, in conjunction with partners from across the system and the School-aged Health Improvement Partnership. This has included how we can build the appropriate infrastructure to enable both a more integrated place-based approach, and to bring together different elements of Public Health commissioned services for this cohort.

3. The School-aged Health Improvement and Prevention Service (SHIPS)

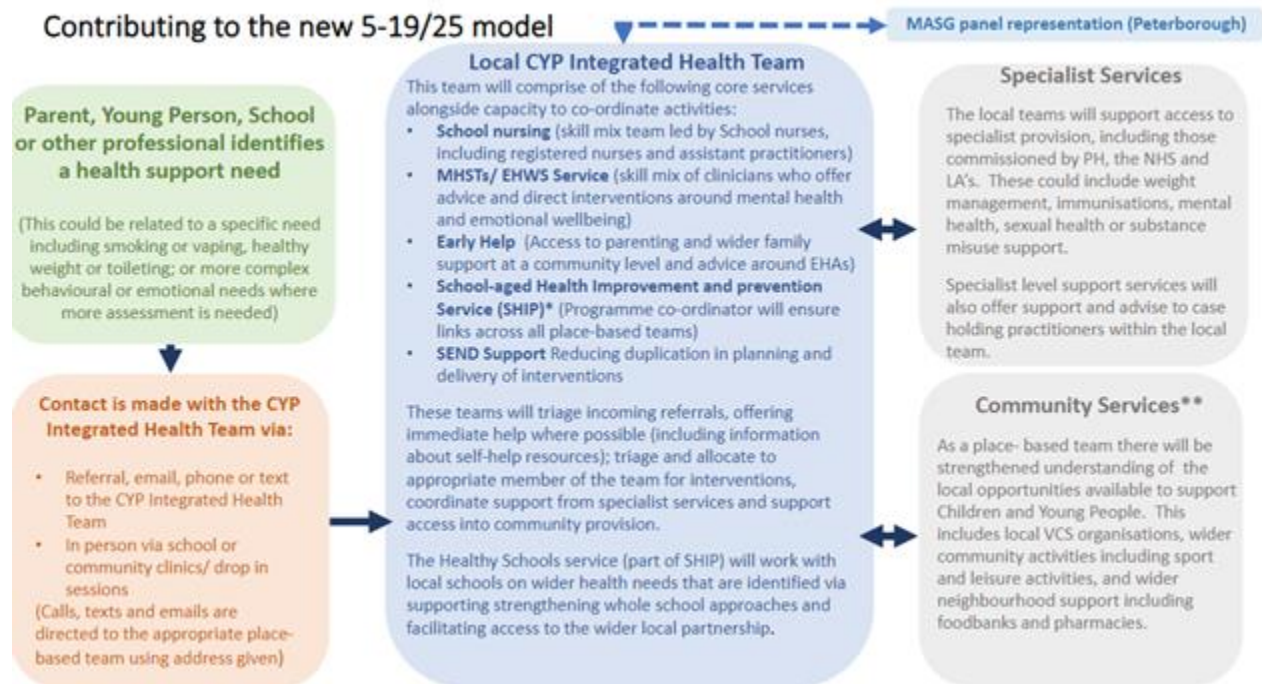
- 3.1 The proposed service aims to retain the valued elements of the existing Healthy Schools Support Service, set within a new model which aligns with CCC's corporate priority of working closer to communities, embedding an integrated place-based approach.
- 3.2 There has been significant work across the system to develop a more integrated approach to supporting school-aged children. This approach has been agreed at the School-Aged Health Improvement Partnership which has been set up to make the best use of our collective resources to improve outcomes for children and young people, and is shown in the following diagram:



3.3 The new SHIPS that we are proposing will build stronger links with the wider service provision for this cohort, as part of the new integrated place-based teams at the heart of this approach. Some examples of services included are the NHS funded Emotional Health & Wellbeing service, Mental Health Support Teams in Schools (MHSTs), Public Health commissioned School Nursing service, and Local Authority funded Targeted support and SEND services (further details in diagram).



3.4 The service will also strengthen the identification of emerging trends both by analysing available data (including the local Health Related Behaviour Surveys and Getting Ready for Change questionnaires) and looking at incoming referrals into the team. This will enable improved targeting of up-stream work, in the form of whole school approaches and small group work, to be prioritised to these areas of concern. The following diagram shows how this would work:



* The new service would link into the emerging 5-19 place-based model as shown here. All places will have a named representative of the service whose role will be to:

- Understand any trends in referrals coming into the area.
- Promote resources available on the Healthy Schools website and make links with members of the place-based team and relevant partner agencies.
- Use data from the HRBS (Health Related Behaviour Survey) and other local sources to support identification of any targeted groupwork.
- Contribute to joint planning meetings with local schools, supporting strengthening whole school approaches to improving health outcomes.

** The member(s) of the team linked to the place-based 5-19/25 teams will build links with local providers and ensure any new or changed services are reflected on the Healthy Schools website and shared with local practitioners.

4. The three core elements of the service

4.1 The new service will comprise of 3 main elements as shown in the following diagram and paragraphs:

The School Aged Health Improvement and Prevention Service

Co-ordination and Partnership Function	Healthy Schools Website and Accreditation	Public Health Interventions
<ul style="list-style-type: none"> • Oversight of the service and leading partnership development • Member of all place-based 5-19 teams to ensure whole school approaches are linked to local needs • Managing relationships with local schools, colleges and services 	<ul style="list-style-type: none"> • Developing, maintaining and promoting the Healthy Schools website • Supporting schools to improve their whole school approaches to improving Public health, including gaining Healthy Schools accreditation. 	<ul style="list-style-type: none"> • Direct delivery of interventions relating to Health Improvement. This would include Oral Health, Healthy diet and physical activity. • Direct delivery of interventions related to reducing risk taking behaviours. This would include vaping and smoking, drugs and alcohol, and sexual health. • To be delivered in schools, community settings, and post-16 colleges.

4.2 Co-ordination and Partnership function

The co-ordination function has been created to:

- Provide oversight of the service and lead on service development. This will be particularly important as the model is emerging and will need to be flexible to the changing landscape.
- Ensure representation on all place-based 5-19 teams to ensure that local needs and opportunities are understood, and upstream work in schools (including whole school approaches (see section 4.3) and communities are promoted.
- Relationship management with local schools, colleges, and partner organisations.
- Help build capacity for place-based working, investing in this approach and enabling smoother links with other services working in this way (both within the local authority and with partners including integrated neighbourhood teams, school clusters and district councils) to align with the Council's strategic ambition of working closer to communities.

4.3 Healthy Schools Website and Accreditation

There is evidence that the adoption of a whole school approach (WSA) where the ethos, culture and environment promote the health, wellbeing, and safety of all in the school community, enables schools to contribute to efforts that address health risks.

However, we recognise that the Health & Wellbeing education and promotion agenda is just one of many tasks that school staff are involved with as part of their responsibilities and capacity within our schools is stretched. To support schools in managing these competing demands, they can access a range of external agencies to support them in delivering their health and wellbeing obligations, however many report navigating and understanding the local offer challenging and would like information on this to be clear and easy to access. They also want it to be quality assured, consistent with their school policies and help school staff to access training to become competent in delivering sessions that support children and young people to adopt healthy lifestyles. This is working well and will be developed further through the new service.

The Healthy Schools website is accessible directly or via the Cambridgeshire learn together portal which is more familiar to schools ([Healthy Schools Support Service](#))

[\(Cambridgeshire\)](#). It contains information, lesson materials & resources, a parent hub and links to local offers. It is supported by an accreditation scheme that recognises schools who have evidenced their adoption of a whole school approach to health and wellbeing, delivering against the Health Education curriculum standards.

The Healthy Schools programme is supported by a network of quality assured, local partner organisations that work in collaboration to provide lesson resources, training, consultancy, and focused events on a wide range of health themes from physical activity, healthy eating and mental health to keeping safe, risk-taking behaviours, building resilience and developing relationships. The service acts as a conduit across the partnership to facilitate collaboration, reduce duplication and identify areas of opportunity.

Evaluation of this element of the model can be found in the appendix.

4.4 Delivery of Public Health interventions

The third element of the new SHIPS will be delivery of Public Health interventions that support a healthy lifestyle and reduce risk-taking behaviours.

The current Healthy Schools Support Service delivers the smoking cessation and vaping programme 'Catch your breath' which includes the following elements:

- Year 5/6 Primary School Workshops
- Awareness assemblies – Primary & Secondary Schools
- Smoking and Vaping cessation intervention sessions for targeted groups of secondary aged pupils.

Since its launch in 2022 the programme has been extremely well received by pupils and staff, with demand continuing to be high and session allocations fully booked until the end of the year. The programme has evaluated well and has gained a lot of national interest from both schools and other local authorities (more information and evaluation available in the appendix).

The skills required to run successful health improvement and early intervention activities to this age group include strong communication and presentation skills, the ability to quickly build rapport with children and young people, and partnership work with schools, colleges and specialist providers. We are therefore suggesting that the new service extends this approach to encompass delivery of interventions relating to other behaviours, and to a wider range of audiences. This would include:

- Health improvement work including oral health, nutrition and healthy diet, and physical activity.
- Sexual Health promotion. This would also include delivery of the C-card scheme (access to condoms), supporting access to testing for Sexually Transmitted Diseases (Chlamydia screening) and delivering sexual health improvement sessions.
- Incorporating Drug and Alcohol advice into programmes and strengthening links with specialist providers.
- Allocating a proportion of the new 'Stopping the Start' smoking grant to extend the smoking cessation and vaping programme to cohorts of young people not reached by the existing programme. This could include the 16-

19 cohort, working with youth and community providers, adapted sessions for those with SEND and support for those Electively Home Educated or in Alternative Provision.

Bringing together this broader range of topics will enable more effective support of cohorts identified as undertaking risky behaviours as these young people may need support with more than one of the areas identified.

5. Financial Envelope

5.1 The current annual funding envelope for the Healthy Schools contract in Cambridgeshire is £168,720. This is broken down as below:

Costing Existing model:	Cambridgeshire
Partnership work	8,039
Healthy Schools online platform and accreditation	37,240
Catch your breath programme (vaping/smoking prevention)	30,979
Foodsmart Nutrition programme (subcontracted to PECT)	46,360
Overheads, start-up & central costs inc. Head Office	46,102
TOTAL	168,720

5.2 We are recommending that the funding previously allocated to the Foodsmart element and online platform are reallocated. The separate 'foodsmart' accreditation has now been combined within the single Healthy Schools accreditation programme, resources have been produced and are available on the main website, and other Public Health contracts are well positioned to pick up the other parts of this work. The Healthy Schools website has been developed and is now a well-recognised brand. In addition, we have identified savings (no inflationary uplift) from the Healthy Child Programme budget by extensive service redesign to be invested into this programme as well as re-calculating the overheads and other on-costs. These savings would release capacity to invest in establishing the co-ordination function to support the move to place-based work, and the expansion of the direct delivery of Public Health interventions that will support 5-19 school nursing service (which is part of the Healthy Child Programme) and wider prevention work in the community.

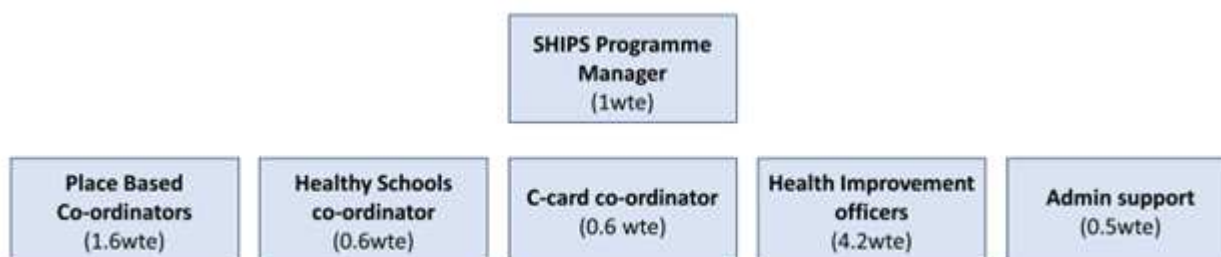
5.3 The budget for the new model will be £400,000 per annum, this is made up of the existing budget of £168,720 from the Healthy Schools Service. An additional £181,280 has been allocated from efficiencies made in the Healthy Child Programme. These efficiencies have been repurposed to this Service which will develop, increase, complement and support the prevention work of the school nurses. In addition, there is £50,000 from the national new 'Stopping the Start' grant funding for smoking & vaping.

Costing new model:	
Existing Funding	
Co-ordination and partnership	112,874
Healthy Schools online platform and accreditation	24,867
Catch your breath programme (smoking/vaping prevention) (continuation of existing programme)	30,979
Sub-total	168,720
Additional funding	
Extended smoking cessation and vaping work (funding from new 'Stopping the Start' Smoke free generation funding)	50,000
Extended Public Health Interventions Support to reduce risk taking behaviours such as drugs and alcohol and sexual health, co-ordinated alongside Catch your breath programme. Support for other Health improvement such as oral health, nutrition and physical health as opportunities and funding allow(Funding is from efficiencies in the Healthy Child Programme which has been re-purposed to complement, increase and support the School Nurse prevention activities	181,280
TOTAL	£400,000

(Please note overheads costs are included in individual elements of the service offer)

5.4 Indicative staffing model

The below shows an indicative staffing model. It is worth noting that a number of the posts are part-time to reflect both lessons learnt from previous recruitment to the Healthy Schools Service, and to allow for term-time contracts where those best meet service and workforce requirements (many staff prefer term-time contracts). We estimate the direct pay costs to be ~285K (71%) with the rest to cover resources, travelling, licenses, consumables, other non-pay and overheads.



6. Re-commissioning approach options and recommendations

6.1 Separately or Jointly with Peterborough

When the service was initially procured, it was within a context of closer working between the two local authorities, including shared directors of Education and Public Health.

Therefore, there was a strong argument to commission a single service across both Cambridgeshire and Peterborough to mirror working arrangements. However, as the local landscape has changed, it is appropriate now to consider whether we would want to continue a joint commissioning approach with Peterborough.

As the new model being proposed is based on a place-based approach, with services reflecting the local needs there isn't the same focus on a uniform offer across the two local authorities. Commissioning separately for Cambridgeshire would enable provision to be shaped to meet local priorities and the needs of local populations, as well as minimising financial risks associated with joint commissioning.

Separating would however also bring some challenges, the smaller staff teams would have less resilience, and the Healthy Schools Network of Partners comprises of several organisations that operate across both areas. Therefore, separation could create duplication and added time commitments for partner services which could be mediated by having a shared network. Since the direction of travel across the broader system is leading to more place-based systems, taking a more local approach may actually allow for strategic and operational efficiencies as systems develop.

We would however recommend a single digital platform and point of access for schools, particularly in relation to maintaining up to date resources and ensuring quality assurance. This would make it possible to link the Healthy Schools website to NHS resources for Mental and Physical Health which are consistent across Cambridgeshire and Peterborough.

A summary of these considerations can be found in the below table:

Option	Advantages/benefits/opportunities	Disadvantages/risks
Jointly commission with Peterborough	<ul style="list-style-type: none"> . Staffing & financial efficiencies . Fewer commitments required from network partners. . Single digital platform & point of access. 	<ul style="list-style-type: none"> . Not in keeping with direction of travel between the two LA's. . No ability to tailor the service to the specific needs/priorities for each LA
Separate commissioning for Cambridgeshire	<ul style="list-style-type: none"> . Alignment to the separation of Education and PH directorates. . Ability to tailor the service to meet the specific needs/priorities for each LA. . Opportunity to align with other place-based transformation programmes with LA and partners. 	<ul style="list-style-type: none"> . Less resilience as smaller budget and workforce . Contract would need to specify requirement for an integrated website that could be hosted on both Council's Local offers

Considering the points made above we would **recommend that Cambridgeshire recommissions this as a separate service**. However, it will be important to work closely with Public Health commissioning and provider colleagues in Peterborough to manage the online offer, and relationships with partners during the transition.

However, should the decision be made to commission an integrated service across Cambridgeshire and Peterborough, officers would ensure that any future specification would require maintaining separate performance and financial reporting for each Authority

where possible and work with legal and procurement colleagues to determine the most suitable contracting approach.

6.2 Competitive process or In-house

The SHIPS is considered within scope of the PSR regulations, which came into force on the 1st January 2024. Options for procurement under PSR are Direct Award (Option C), Most Suitable Provider Process and Competitive process. It is not possible to use the Direct Award (as there is no incumbent NHS provider) and Most Suitable Provider Award process (as multiple providers could bid for this service) for this contract and hence a competitive process is recommended. A competitive tender procedure holds the potential for bidders to focus on added value and lends itself to greater innovation and transformation. There is also transparency around costs and the specification as well as equal opportunity across the market. We have considered options to bring this provision in house, but there is no obvious place for this service to be located within existing structures, and it brings with it risks of destabilising the local partnership approach.

The table below outlines these considerations:

Option	Advantages/benefits/opportunities	Disadvantages/risks
Competitive Process	<ul style="list-style-type: none"> . Opportunities for increased value for money and added value through competitive nature of bidding. . Opportunities for service innovation. . Transparency and equal opportunity. . Having an external provider aligns to the ethos of partnership working. . An external provider would better enable the delivery of direct interventions as well as whole-school support . 	<ul style="list-style-type: none"> . Unsure of appetite within the local market . Risk to service disruption if there was a change in provider. . Risk to partnership relationships if there was a change in provider.
Bring in-house	<ul style="list-style-type: none"> . Being within the LA could support integration with the Education, Children's and Communities directorates/teams . Depending on model developed it could lead to improved service resilience and flexibility 	<ul style="list-style-type: none"> . Significant changes in the 2 LA's including the planned separation of Public Health means it is felt that appropriate structures and capacity does not exist in house. . Risk of de-stabilising/weakening the Partnership network . Legal implications and risk to the LA e.g. TUPE

Since the value of the components involving 'direct delivery of public health interventions is 56% of the contract values, we would commission this service using the Provider Selection Regime (PSR 2024) competitive process.

6.3 As we will be looking to embed significant new practices aligned to place based models described above, and acknowledging the changing landscape as the Public Health directorate in the two local authorities separate, it is recommended that we consider this a

developmental period and support with **a contract term of 2 years** with the option to extend for a further 2+2 years (Total 6 years). This would give the option to make any identified changes, including responding to any new national guidance and local priorities and adapt the service in response to evaluation findings.

7. Conclusion and reasons for recommendations

- 7.1 To commission a School-aged Health Improvement and Prevention Service across Cambridgeshire in line with the emerging integrated place-based 5-19/25 model. This will add system capacity to the co-ordination of place-based services for this cohort as well as the provision of a 'Healthy Schools' online resource and accreditation scheme, and delivery of Public Health interventions.
- 7.2 For CCC to initiate the procurement using a competitive process under the PSR for delivery of this service. The new contract would commence on the 1st of April 2025 for a duration of 2 years with the option to extend for a further 2+2 years (Total 6 years) subject to evaluation of the service.
- 7.3 To endorse for approval by Strategy, Resources and Performance Committee the annual budget of £400,000 for the first 2 years of the contract.
- 7.4 To delegate authority to the Executive Director for Adults Health and Commissioning to award the contract to the chosen Provider and exercise the option to extend the contract after each 2-year period in consultation with the Chair and Vice Chair of the Children and Young People's Committee.

8. Significant Implications

8.1 Financial Implications

This would be funded from the Public Health Grant and the 'Stopping the Start' grant. Detailed quarterly finance and staffing monitoring schedules would be required outlined in strengthened clauses in the new arrangements.

7.2 Legal or Governance Implications

The recommendations follow advice from Legal and Procurement colleagues.

7.3 Human Resource Implications, including health and safety

Monitored at quarterly contract monitoring meeting. If there is a change in Provider, staff will have to be TUPEd.

7.4 Procurement or Commercial Implications

Covered in Section 6 above. The recommendations follow advice from Procurement colleagues.

7.5 Risk Management Implications

If there is a change in Provider there may be a short period of un-stability and the transfer of staff will have to be managed.

7.6 Performance implications

Quarterly performance reports submitted to commissioners.

7.7 Integrated Impact Assessment Implications

Equality, Diversity and Inclusion (including socio-economic and care experienced considerations): The service specification will include the need to prioritise vulnerable groups such as Children on the Child Protection Pathway, Care leavers, Young Carers, children with special educational needs/disabilities.

Climate Change/Carbon Impact: Majority of the resources will be online to enable schools and other stakeholders to self-serve. Some directly delivered interventions will require travel and face to face delivery, but this will be minimised.

Environmental: Digital delivery will be promoted.

Social: The Provider will be encouraged to employ local staff and social value will be part of the tender evaluation process.

8. Source Documents

<https://www.cambslearntogether.co.uk/cambridgeshire-services-to-schools/the-healthy-schools-support-service-cambridgeshire>

<https://www.gov.uk/government/publications/stopping-the-start-our-new-plan-to-create-a-smokefree-generation>

<https://www.gov.uk/government/publications/local-stop-smoking-services-and-support-additional-funding/local-stop-smoking-services-and-support-funding-allocations-and-methodology>

<https://keep-your-head.com/>

<https://cambspborochildrenshealth.nhs.uk/services/cambridgeshire-and-peterborough-healthy-child-programme-health-visiting-and-school-nursing-service/>

Cambridgeshire Provider Selection Regime Guidance: Procurement and Commercial Team: [Finance and Resources - Provider Selection Regime - All Documents \(sharepoint.com\)](#)

9. Appendices

Appendix 1 - Evaluation of existing provision

Healthy Schools Accreditation

37 schools in Cambridgeshire are working towards or have completed their accreditation (primary 28, secondary 7 and 2 independents).

Feedback from schools who have completed the scheme have been overwhelmingly positive, with evaluation comments including:

- “I feel this awards’ standards directly links to the Ofsted inspection handbook and will be used as evidence towards meeting these expectations”.
- “We have implemented things through this process which are already having a positive effect on the school. Seeing this impact so quickly has made us realise this is something we will continue to do for a long time now”.
- “Both the process and outcome of the award are meaningful and positive and has highlighted the importance of physical and mental wellbeing to students, staff, parents, and governors”.
- “The award will support self-evaluation towards Ofsted criteria as it has emphasised the importance as well as the benefits of having a whole school approach towards health and wellbeing”.
- “One of the most helpful parts of the process has been the opportunity to work in partnership with a range of external agencies and services. Being able to draw upon their knowledge, expertise, and resources has supported our school’s development throughout the accreditation process”.
- “I am sure schools are doing a lot of what is required for this award already. It is therefore less work than I imagined and more of a case of getting the evidence needed together. This award covers a lot and is good evidence for Ofsted. It is also great recognition for schools and all of the work they do!”.

Partnership coordination and collaborative working

Whilst being more challenging to quantify, arguably one of the biggest successes achieved through the current service has been the establishment of the Healthy Schools network of partners, which includes organisations and services spanning Education, Early Help/Targeted Support, Road Safety, the Fire Service, the Police, Health and a wider range of VCSE organisations. The partnership network has been crucial in facilitating collaborative working across services, which has improved and streamlined activity, and developed a clearer and more cohesive offer to schools. Some key achievements include:

- Community Safety Partnership members, the Police, Healthy Schools Team and the Strategic Exploitation Lead collaboratively developed a range of primary-school aged resources, lesson, plans and three short, animated videos aimed at Upper Key Stage 2 pupils about Healthy Friendships, County Lines and Knife Crime
- Establishment of Safety Zone – an online directory compiled to provide schools with a quick and accessible guide to the range of programmes and interventions that are provided locally to support schools to empower their students to stay safe. A large number of partners have also come together to co-deliver face to face sessions on a number of safety topics – the full breadth of the partnership can be viewed here [Safety Zone - Healthy Schools \(healthyschoolscp.org.uk\)](https://healthyschoolscp.org.uk)
- Collaboration with Drug and alcohol services, Cambridgeshire constabulary, schools and Childrens social care, to address current trends such as Cannabis edibles and

Nitrous oxide. Lesson plans were co-written by partners and delivered to schools across the county.

- Healthy Schools, CCS Community Dentistry Team, and Awesome Oral Healthy collaboratively developed a range of activities and resources to support primary schools in effective health promotion around oral health, including virtual webinars to equip staff with the skills and knowledge to deliver these effectively.

The benefits of the partnership have also been highlighted through the Healthy Schools Network partner survey, which was completed in May 2023. Specific comments include:

- “I think the service provides excellent value for money. Colleagues I have worked with have always been very passionate about the support they can provide and are genuinely interested in our work to ensure they can support it as well as they can”.
- “A great service that has taken 5 years of hard work, blood, sweat and tears! It would be an absolute disaster to the schools if the service was no longer present. It would also mean a massive loss of trust between schools and further development or similar delivery if it was no longer available”.
- “I have valued the interactions I have had with the healthy school co-ordinator and the support they have shown including timely response to enquiries”.
- “The partnership meetings and review of actions across the county in range of field is useful to ensure we can signpost schools to provision they may need”.
- “It allows you to find out about what is most important for the schools, what are they looking for and what are their needs so you can tailor the offering to them. It is also helpful to know you are not on your own and there is a support network - especially when you don't seem to be getting anywhere you know others are feeling this too and you can work together to overcome barriers”.
- “It has been useful to join with them and other services at the MH collaborative to extend our awareness of what is offered to schools by a multitude of providers. Their support for schools contributes to the aims of our service. It is difficult to be specific as I think our main communication has been to quality assure some of their resources/website and at times this has revealed gaps in their understanding of schools' engagement or the principles of good quality teaching and learning. However, they have always been willing to listen/take on board suggestions, and it does lead to an improvement in what is offered, as well as an opportunity to work together for the benefit of schools, which is the important thing!”

Catch Your Breath smoking and vaping programme.

In September 2022, a new programme called 'Catch Your Breath' replaced the previous 'KickAsh' smoking prevention service. This new service also covers the risks associated with vaping. It includes the following elements:

- Year 5/6 Primary School Workshop
- Awareness assemblies – Primary & Secondary
- Secondary cessation intervention sessions

Since its launch the programme has been extremely well received by both pupils and staff, with demand continuing to be high and session allocations fully booked until the end of year. The programme has evaluated well and has gained a lot of national interest. Across the 2022/23 academic year:

- 269 young people across 20 Secondary Schools attended a behaviour change session around smoking/vaping cessation
- 1581 pupils across 62 settings accessed the Primary School-Aged Workshop.

The Healthy Schools Stop Smoking and Vaping Service provides 'Catch Your Breath'

a school-based smoking and vaping programme for young people in Cambridgeshire and Peterborough, England.

Caroline Kenny
Isaura Handley
Paige Farnell
Glenda Oliver
Jessica Foster

everyonehealth
The Local Wellbeing Partners

Background:

The 'Catch Your Breath' offer has been developed in response to feedback from schools on how to positively support young people aged 11 – 18 who are known to be smokers/vapers. It is being delivered free of charge into secondary schools in conjunction with the Healthy Schools Service.

catch your breath

HEALTHY SCHOOLS
SUPPORTING
LIFE-CHANGING
CHOICES

Objectives:

The aim is to provide a referral pathway for any young person who either wishes to quit smoking or vaping or would benefit from some dedicated advice and information on the potential risks of these behaviours as well as the associated regulations

Methods:

Educational sessions that focus on prevention are delivered to 10 and 11 year old primary students via a 90 minute interactive workshop. Both targeted cessation interventions as well as prevention assemblies are presented to secondary students. The ultimate goal is for there to be a co-ordinated whole school approach taken by both the secondary schools and their feeder primaries to discourage

What the schools say:

"Children were engaged and interested throughout session, learned a lot about the health effects of smoking and vaping."
Kimbolton Primary School February 2023

"Really clear and effective. The activities engaged the children. Having the booklet to take away was very popular. Thank you."
Heldreth Primary School January 2023

★★★★★

"The Healthy Schools Officer was brilliant in dealing with the students and keeping them involved. Thank you so much for the number of sessions Healthy Schools have offered us."
Nesle-Wade Academy January 2023

"I was impressed with the quality of presentation. Great session making dangers clear and also informing choices."
Thomas Clarkson Academy March 2023

Effectiveness:

Pre 90 minute workshop questions:

Do you think you will smoke in the future?

Yes	41
No	10
Total	51

Post 90 minute workshop questions:

Do you think you will vape in the future?

Yes	20
No	28
Total	48

Our progress: We have delivered to 28 Primary and 19 Secondary schools

Results:

Teachers now feel confident in the delivery of the 'Catch Your Breath' programme which is based on emerging research and evidence. Referral pathways have been developed for students who require individual support for smoking and/or vaping.

Conclusions:

There is the potential for this approach to be implemented more widely due to significant interest from various sectors across the county.

Primary and secondary school enquiries received for the 'Catch Your Breath' programme

Local Authority / Public Health enquiries received for the 'Catch Your Breath' programme



Outcomes for the academic year 2022 – 2023 Primary Prevention Programme

Between September '22 and July '23:
62 primary workshops were delivered.
36 primary schools accessed the workshop.
1,581 students participated in the programme.

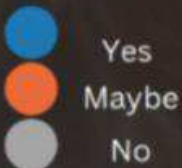
"Did you learn something new today?"



Overall, 96% of primary students learnt something new as a result of the Catch Your Breath prevention workshop.



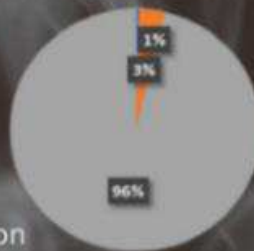
"Would you smoke in the future?"



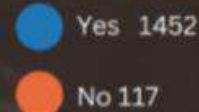
Pre-evaluation



Post evaluation



"Did you find the presentation interesting?"



93% of primary students found the presentation interesting.



"Would you vape in the future?"

Pre-evaluation



Post evaluation



[Click here for the teacher testimonials](#)





Outcomes for the academic year 2022 – 2023 Secondary Behaviour Change Interventions

Between September '22 and July'23:

54 vaping assemblies were delivered.

42 small group or workshop interventions were delivered.

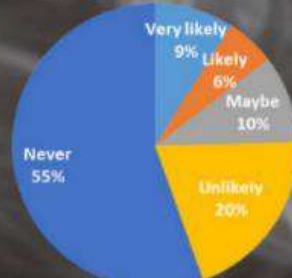
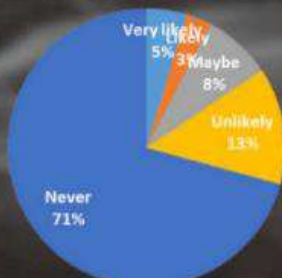
22 secondary schools accessed the Catch Your Breath secondary offer.

16,930 students were reached via the vaping assemblies.

269 students were reached via the small group and focused workshop interventions.

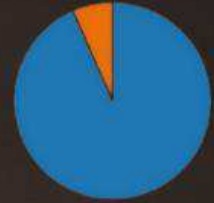
"Based on the information you have received today, how likely are you to"

"Smoke in the future?" "Vape in the future?"



"Would you recommend the Catch Your Breath programme to other students?"

Yes 127
No 9



Overall, 93% of secondary students would recommend the Catch Your Breath programme to other students.

80% of secondary students rated the Catch Your Breath sessions as either interesting or very interesting.

[Click here for the teacher testimonials](#)

