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# JustOneNorfolk.nhs.uk

## developing a digital platform

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## Norfolk Healthy Child Programme...aims

Protect and promote the health and wellbeing of all children, young people and their families - **with the greatest improvements seen for those in greatest need so that health inequalities are reduced.**

Achieve positive **outcomes** for the Service User through an integrated programme that is delivered by coordinated partnership working

Be **simple to access**, with a clear range of pathways and choices.

Be **liked, valued and trusted** by its users, partners and staff.

## Mandatory contacts

Health Visiting  
Antenatal assessment  
New Birth 10-14 days  
6-8 week  
1 year  
2.5 year shared review  
Targeted and additional support

## Healthy Weight Pathway

#Norfolk Can

National Child Measurement Programme

Hearing & Vision Screening

School age Immunisations

## Single Point of Access

Just One Number  
Just One Norfolk  
Parentline  
Chat Health

## Emotional Health Pathway

Psychologist led  
Parent Infant Mental Health  
5-19 emotional health and resilience

## 5-19 pathway

Universal and targeted support - core and enhanced service

## Universal and targeted support

Pathway to Parenting  
Teenage Parent Pathway  
Additional and complex needs pathway

## SEND

6 monthly Health Assessments for LAC under 5's

Annual contact for children & young people with additional needs

## The right people with the right skills to improve identified outcomes

Specialist Community Public Health Nurses (SCPHNs)

Family Nurses

Staff Nurses

Nursery Nurses and Assistant

Practitioners

Healthy Lifestyle Coaches

Teenage Parent Practitioners

Complex Needs Staff Nurses

Resilience and Emotional Health Practitioners

**Supported by:**

Clinical Psychologists

Specialist Practitioners

### A Digital Offer

[JustOneNorfolk.nhs.uk](http://JustOneNorfolk.nhs.uk)

Self-care support and resources

Live Chat

Webinar development

Online Solihull Parenting Courses

Parentline & Chathealth text messaging services

16-19 Health Passport App



### Consultation and Joint Working:

Providing a reflective space with HCP staff to discuss and support families

Joint working with health colleagues and wider agencies

Children's Social Care

Early Help

### Training updates on:

Solihull Approach

Emotional Development

Teenage Brain

Additional Needs

# Why have we developed it?

## First we developed the single point of access Just One Number

Since we opened in March 2017 **over 70,000 calls** and 6000 answerphone messages were received – over **4000/month, 1000/week** - increasing at 6% per annum

**86%** calls from Service Users

**Over 5000** contacts from young people through **ChatHealth**, and introduction of **Parentline** increased access to support

**80%** calls resolved in a single contact, 20% referred for additional support

**Consultation** with stakeholders, staff and most importantly service users especially young people – identified the need for a digital access platform in Norfolk

[JustOneNorfolk.nhs.uk](https://www.justonenorfolk.nhs.uk)

## A Norfolk focused digital platform to support Norfolk families

**Interactive and informative;** inspires self-care and behaviour change

A resource which gives parents, children and young people the **knowledge, skills and confidence** to take care of their health and wellbeing, and seek support when needed

**Ease of access to help and support,** accessible whenever it's needed - any time of day or night

Open to everyone and user friendly. **Support tailored to the service user's needs** and interests

**Opportunity to link with all Norfolk services;** helping children, young people and families access the right local information, resources and support to meet their needs

Working in **partnership – EAHSN and Baby Buddy**

**Co-Produced** with Norfolk families

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# Co-production with Norfolk families to talk about experiences of being parents

## Parent experiences video

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JustoneNorfolk.nhs.uk

Guided Tour!



# Data

During the Launch of the site we had:

- Over 22, 053 page views – now over 70,000
- Twitter had the equivalent of two months worth of activity
- Facebook had over 68,000 feeds – now 98,000
- Videos had over 47,049 views - 114,000
- Pop ups in target areas - the team spoke to over 5000 families in Norwich, Gt Yarmouth and Kings Lynn
- Over 6000 leaflets were shared

## Wider integration as part of the development of Norfolk's Early Childhood and Family

- Norfolk County Council directory
- Family Information service
- Library Service

## Continued development of the site and new content creation

- Webinars and online groups
- Professionals portal – locality digital profiles
- Co –production with Norfolk parents
- Peer support programme
- Young person's portal – building on [16-19 app](#), transition questionnaires

## Wider integration with partner organisations

- Acute Trusts
- Education
- Voluntary sector
- Others

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How can we support families with children and young people who have additional needs via Just One Norfolk?

What would you like to see on Just One Norfolk to support Norfolk families?

What do you see as useful on Just One Norfolk?

Would you like to be involved in the ongoing development of Just One Norfolk?