



Setting the scene - Insights that shape child health transformation

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Wigan Council



Children and Young People's Health Transformation



Wigan Council



Children & Young People's Joint Strategic Needs Assessment

Summary Report 2025



CYP JSNA new accessible document

CYP Summit 29th Sept 2025 – galvanised system in thinking and collective preventative action

CYP Deep Listening Exercise Consortium 24 (incl. Curious Minds as creative partners)

CYP Public Health Annual Report (worked with Curious Minds and Consortium 24 as creative partners)

Horizon Scanning – CYP National Policy affecting CYP health transformation and local plans, plus creative health in CYP space



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Childrens First priorities aligned to Progress with Unity



Wigan Council

Mission 1 – create fair opportunities for children, families, residents and businesses

are **Healthy and Active**

supported to live their best, healthiest, most active life possible

have **Hopes, Dreams and Opportunities to Succeed**

provided with opportunities to succeed, have hopes and dreams for their futures

Mission 2 – make all our towns and neighbourhoods flourish for those who live and work in them

are **Safe from Harm and feel Supported**

kept safe from all types of harm and can access support

are **Included and Belong**

included and feel like they belong where they live, and they go



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We are stronger together when we...



See the person

Take a person-centred approach by putting people at the heart of every conversation, recognising their strengths and assets.



Listen deeply

Recognise that communities know best about what matters to them and design public services together.



Know this place

Focus on what helps prevent problems and connect up data and local insight to target when and where solutions are needed.



Connect to neighbourhoods

Place important services that span all generations close to where people call home and around our schools and GPs.



Do the right thing

Set the conditions for great ideas to flourish and for everyone to 'do the right thing'.



Show our love and pride

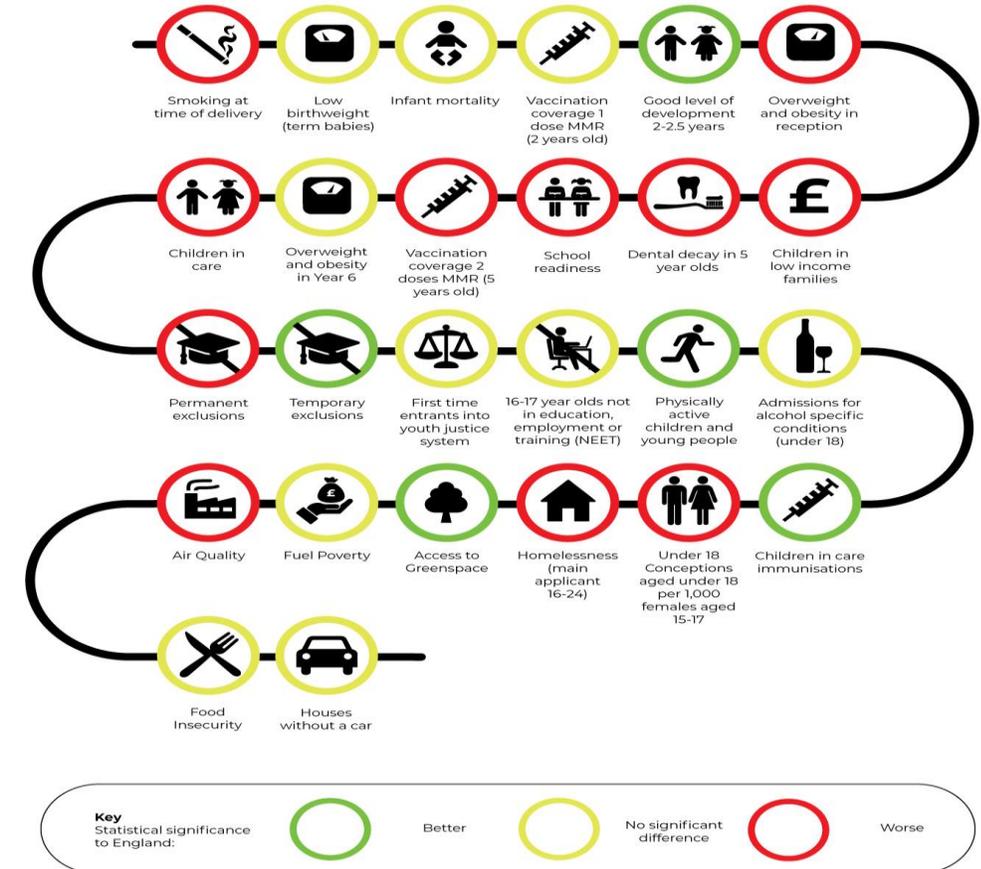
Show our love and pride for our work and borough and demonstrate this through our values and behaviours - Be Accountable, Be Courageous, Be Positive, Be Kind.

Children and Young People's Health Headlines 2025



Wigan Council

- **Children and Young People's Health Outcomes** - one version of the truth, health challenges and opportunities, clarity and transparency on what needs to be done now and longer term to address health needs.
- **CYP Joint Strategic Needs Assessment (JSNA)** - supporting information for this event with case studies of preventative strengths-based approaches and community assets.
- **FINDINGS:**
- Health outcomes for CYP In Wigan are **generally worse** than the national average with social and health inequalities being significant influencers of this requiring a system wide approach.
- **Successes in `green` areas** and where same as England average to build on
- **Concerns in `red` areas** that inter-relate e.g. oral health and obesity
- **RECOMMENDATIONS:**
- **Universal and targeted system wide public health programmes** - early in life/experiences (first 1001 days), recognition of adverse experiences in childhood.
- **Coach and nurture protective factors and assets** and create the conditions to minimise risks and address modifiable behaviours.
- **Focus on universal and preventative approach** – upstream support at earliest point in life, earliest stage when problems arise , close to home.
- **High quality, fair, equitable programmes** that tackle disadvantage caused by inequalities experienced by some children.
- **Develop topic specific health needs assessments** to support specific action.
- **Children and Young People's Voice , Power and Control** at the heart of the plans – deep listening



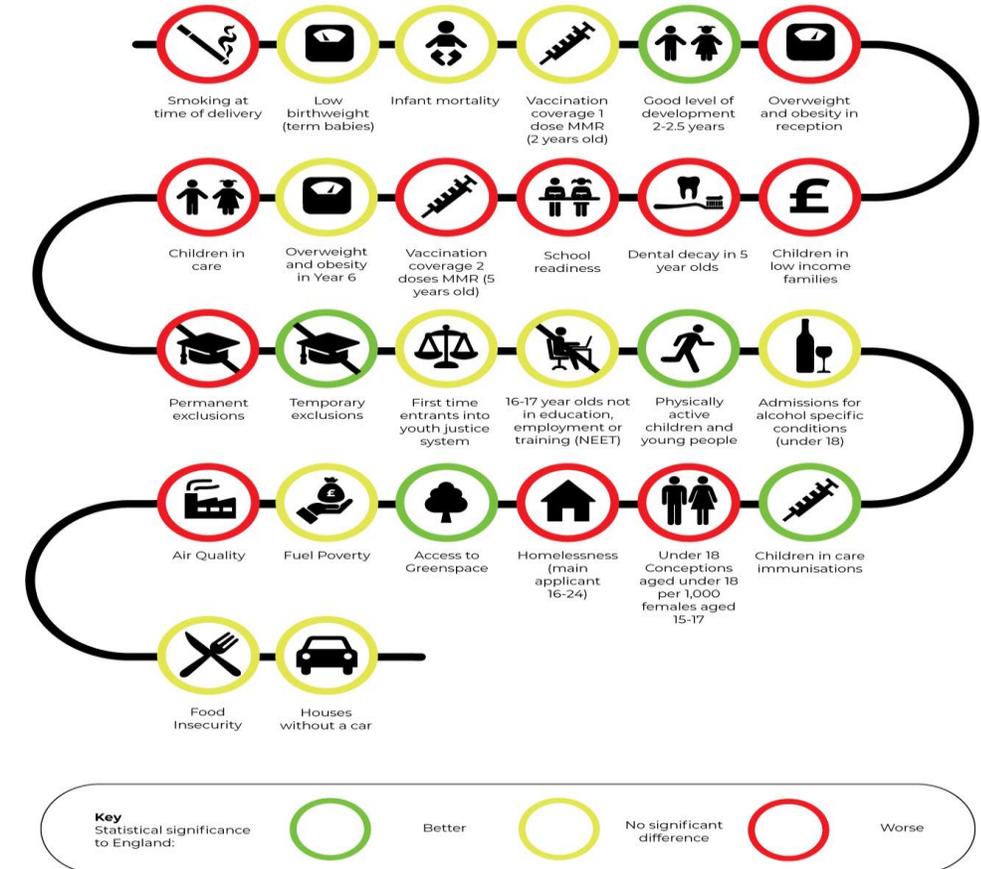
Source: <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework>

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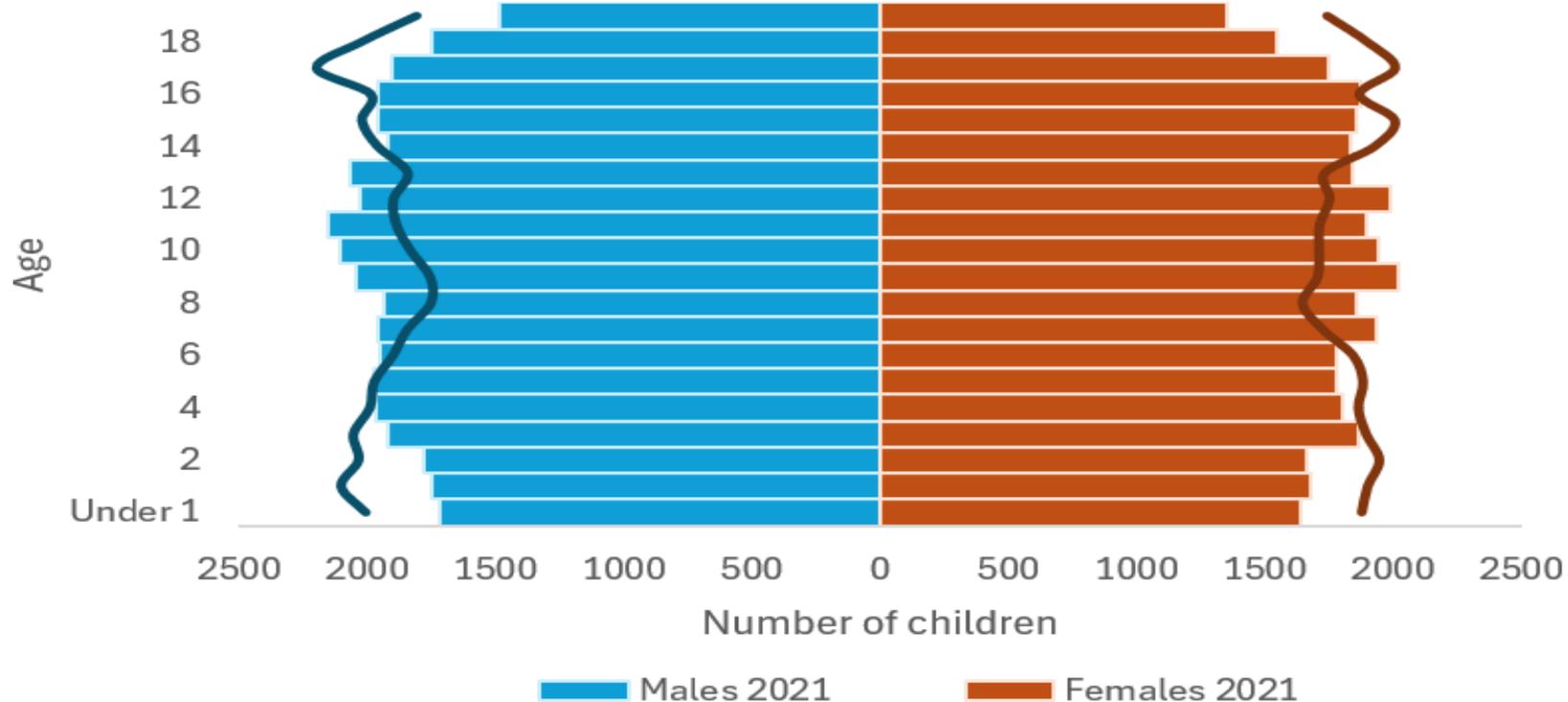
Demographics and Trends





CYP Population - Demographics

0-19 Population Comparison: 2021 vs 2011

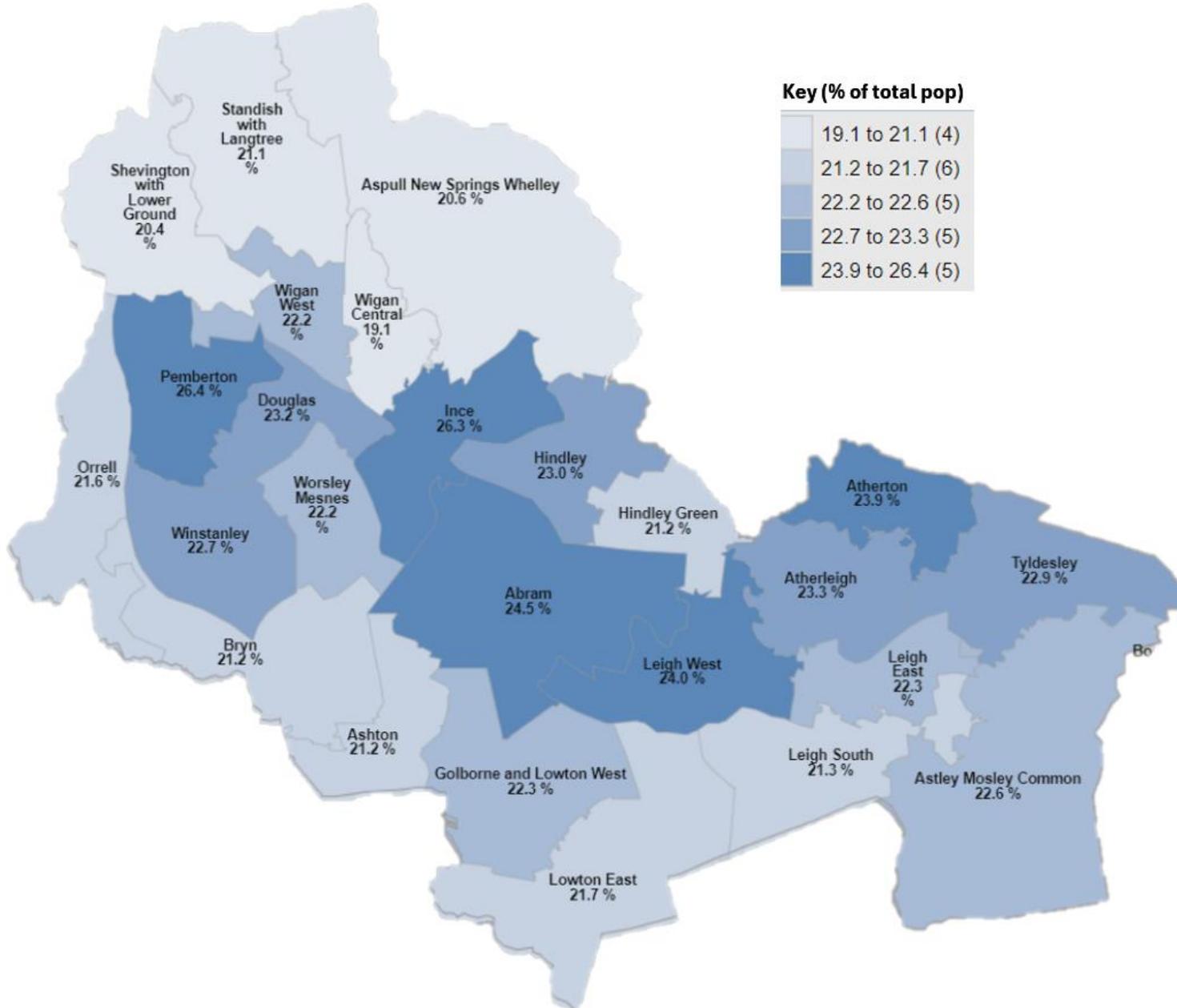


- Last 10 years of Census data (2011 to 2021), the number of 0-19 CYP across the borough has decreased by just over 1000 (75,600 to 74,300)
- Made up a similar proportion of the total population (23% v 24%).
- Changes seen in particular age bands at the time of the Census in 2021 - less in the 0-4- and 15-19-years age bands
- More in the 5-9- and 10-14-years age band.
- Fluctuating birth rates in Wigan during the last

Proportion of total population that are aged 0-19, by ward (2021 Census)



Wigan
Council



Key (% of total pop)

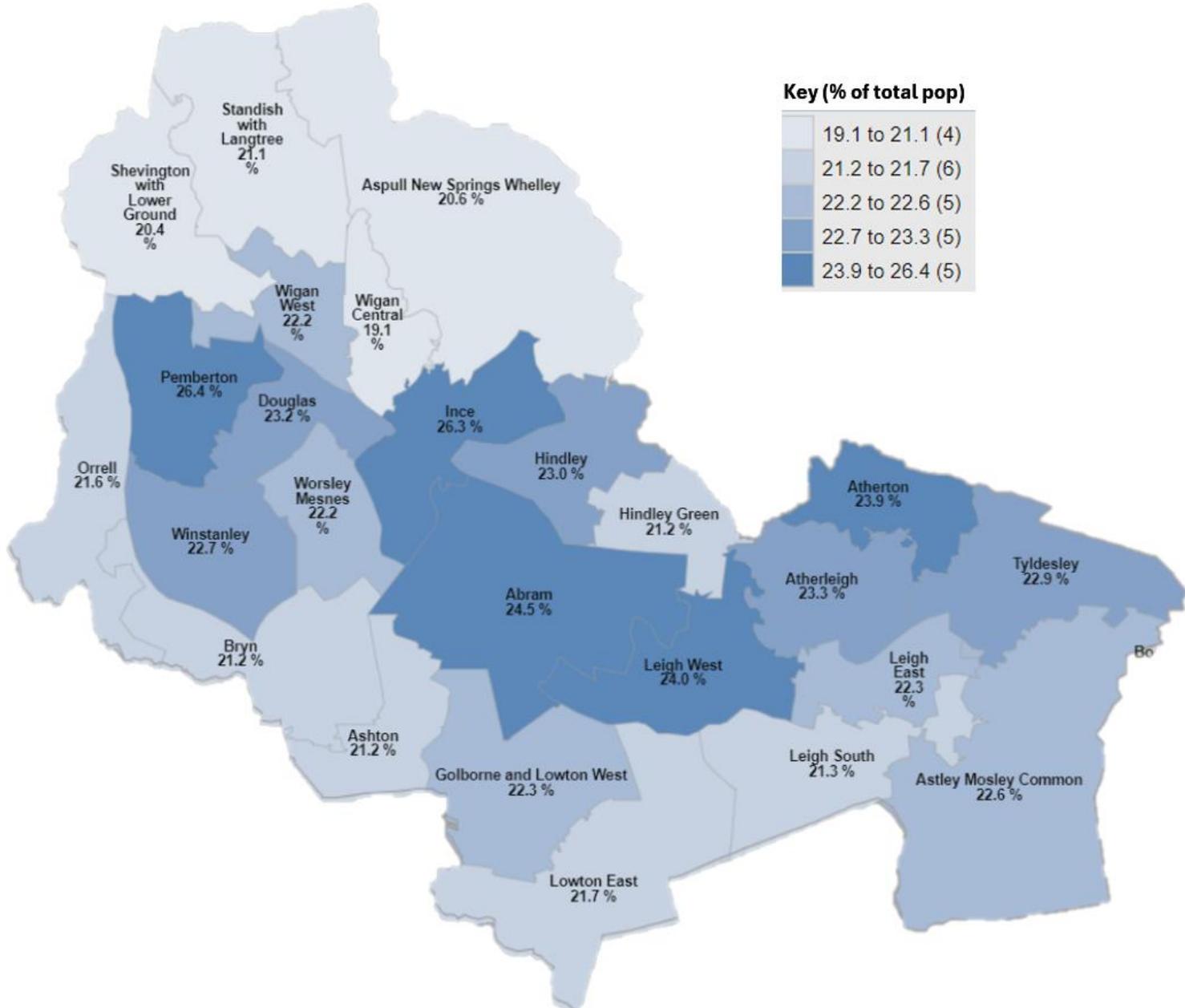
19.1 to 21.1	(4)
21.2 to 21.7	(6)
22.2 to 22.6	(5)
22.7 to 23.3	(5)
23.9 to 26.4	(5)

- The proportion of CYP living in wards can be compared to the wards of higher deprivation.
- This demonstrates that CYP tend to be over-represented in wards of higher deprivation represented by the darker colours.
- This presents local opportunities to address child poverty and the wider family, financial and societal factors influencing long term child health.

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Wigan
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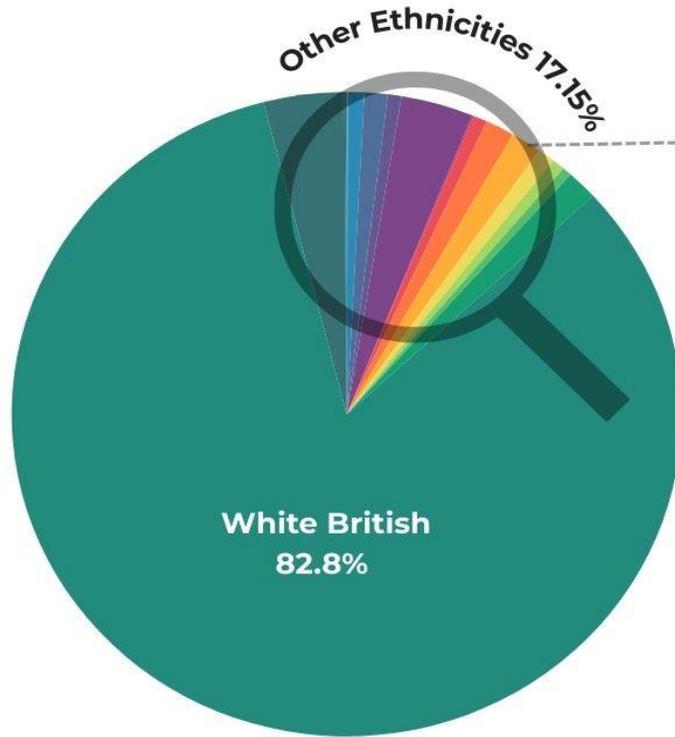


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Ethnic Diversity of Pupils in Wigan Borough Schools

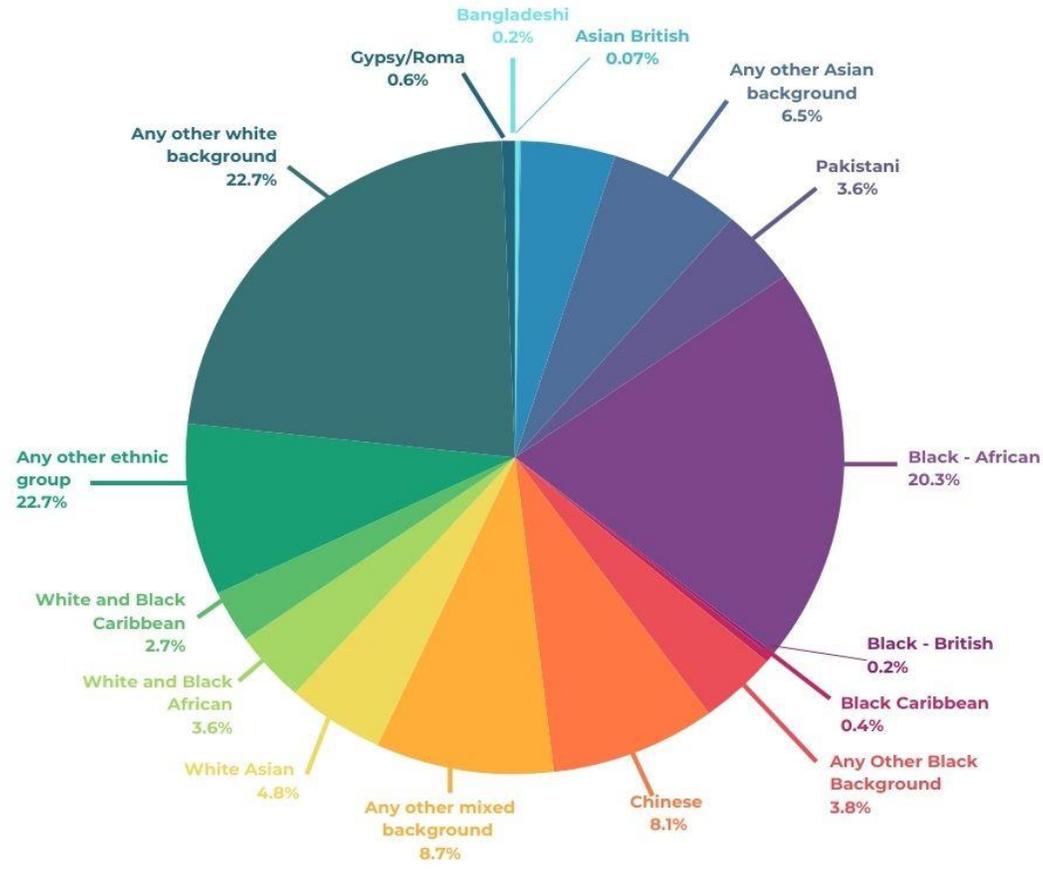
This chart shows the full ethnic breakdown of pupils (46,944) Which includes the majority group: White - British (38,685 pupils).



Note: The categories "Information not yet obtained" (177 pupils) and "Refused" (73 pupils) were included in the original dataset but have been excluded from the visualisations above for clarity.

Ethnic Diversity in Wigan Schools (Excluding White - British)

This zoomed-in chart highlights the rich diversity among pupils from other ethnic backgrounds, making smaller groups more visible.



Source: School Census Data, 2025





Spotlights

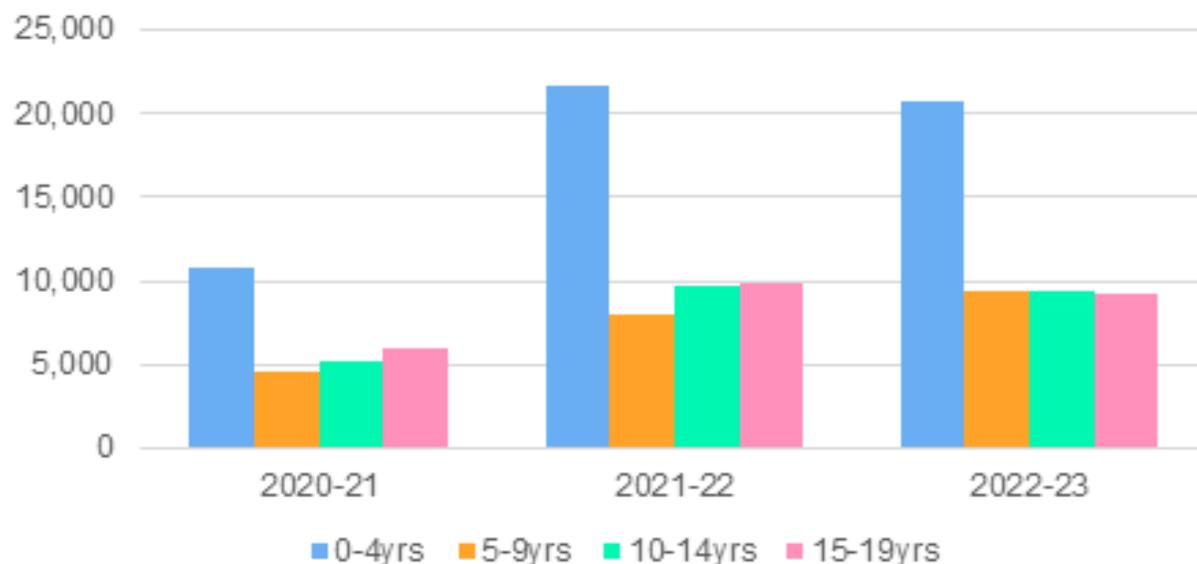
- A & E attendance & admissions
- Oral Health
- General Levels of Development (GLD)





A & E attendance

A&E Attendances - Wigan residents aged 0-19



A & E attendance trend data up to March 2023 has been provided by the Greater Manchester NHS Integrated Care Board (GM NHS ICB) in response to a system information request provided in Sept 2024.

Data is not published data and should be read in conjunction with the Child and Maternal Health Public Health Outcome Data.

Trend over last 3 years:

A lower attendance during COVID-19

An increase of 16% in 5-9s between 21/22 and 22/23 - all other age categories saw a decrease of 5%

0-4-year-olds have had the most attendances in the last two years at around 43%, compared to other age groups with similar numbers

Source: A & E Attendances, Wigan Residents Aged 0-19 years, 2020-2023, Greater Manchester Integrated



The Top Clinical Reasons for Emergency Admissions (2020-23)



0-4 years	5-9 years	10-14 years	15-19 years
Viral infections	Viral infections	Symptoms & signs involving emotional state	Pain localized to other parts of lower abdomen
Respiratory infections	Asthma	Pain localised to parts of lower abdomen	Poisoning: 4-Aminophenol derivatives
Jaundice	Constipation	Poisoning: 4-Aminophenol derivatives	Other symptoms and signs involving emotional state
Bronchiolitis	More varied other reasons	Constipation	More varied than other groups
		Acute appendicitis, other and unspecified	
*Note – the last 3 reasons consistently in top 5 over the last 3 years but in different orders	*Note – constipation during 20/21 but not in other years.		*Note – other symptoms and signs involving emotional state was top reason 20/21. * 4-Aminophenol derivatives contained in paracetamol

Analysis of health data provided by the GM NHS ICB of 0-19 years (20-23). Common reasons:

- Viral infections – younger
- Emotional state - most common reason during Covid years (older)
- Constipation – across age groups (5-14, link to nutrition?)
- Paracetamol poisoning and appendicitis/abdomen pain (older)



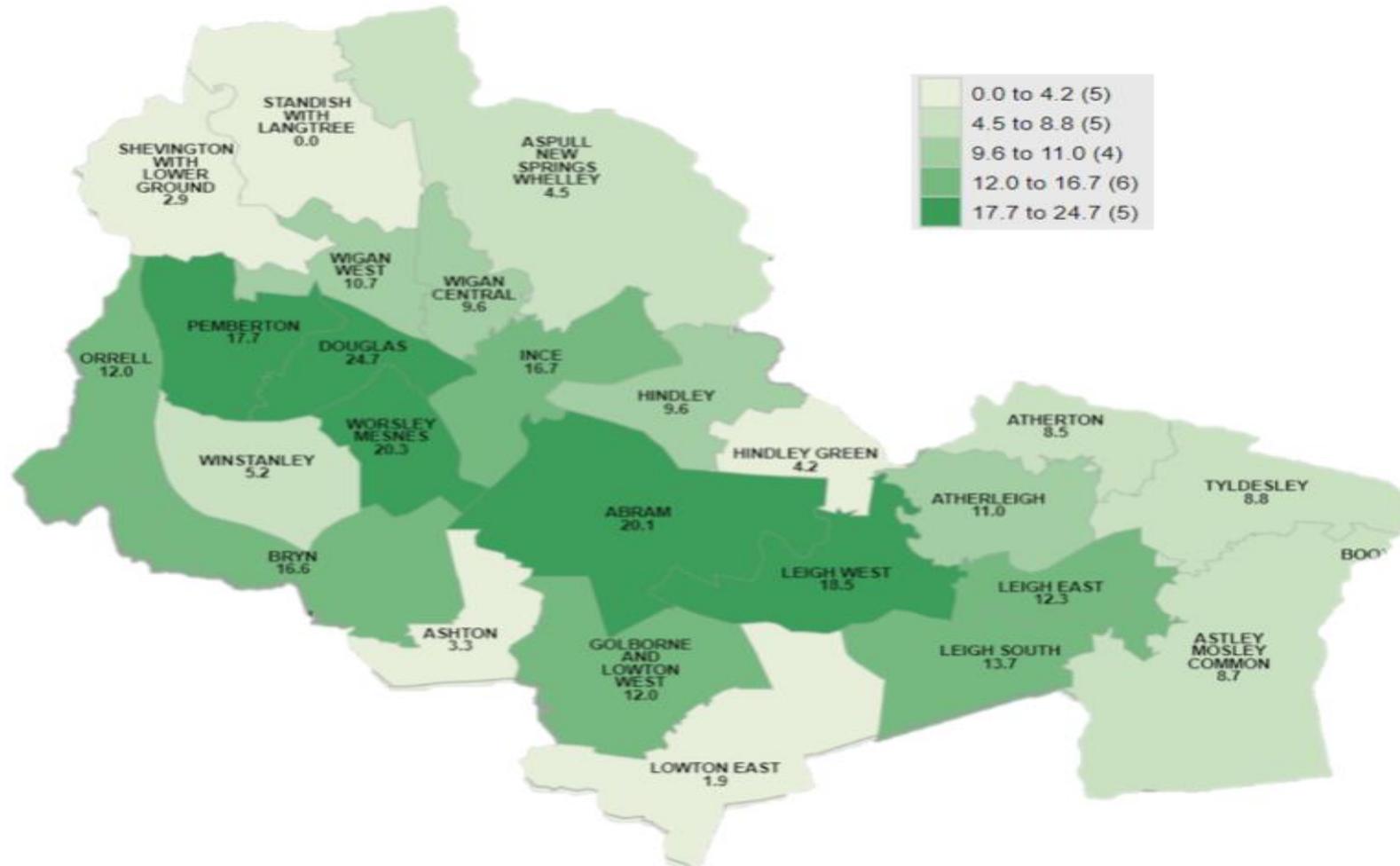
Spotlight on Oral Health

- Between 2021/22 and 2023/24, the **rate of emergency hospital admissions for tooth decay** in Wigan Borough was 444.8 admissions per 100,000 children aged five and under.
- This was **higher than the averages** in the Northwest (316 per 100,000) and England (207 per 100,000).
- Locally wards such as Pemberton, Douglas, Worsley Mesnes, Abram and Leigh West and South show a high proportion of admissions.
- Further analysis of this data - which hospital the CYP requiring emergency dental treatment are attending as this higher proportion could be attributed to proximity to the local hospital site in Wigan.
- Source: OHID Fingertips: Child and maternal health profile, see: <https://fingertips.phe.org.uk/profile/child-health-profiles>



Admissions for Dental Extraction - Wigan Residents aged 0-16*

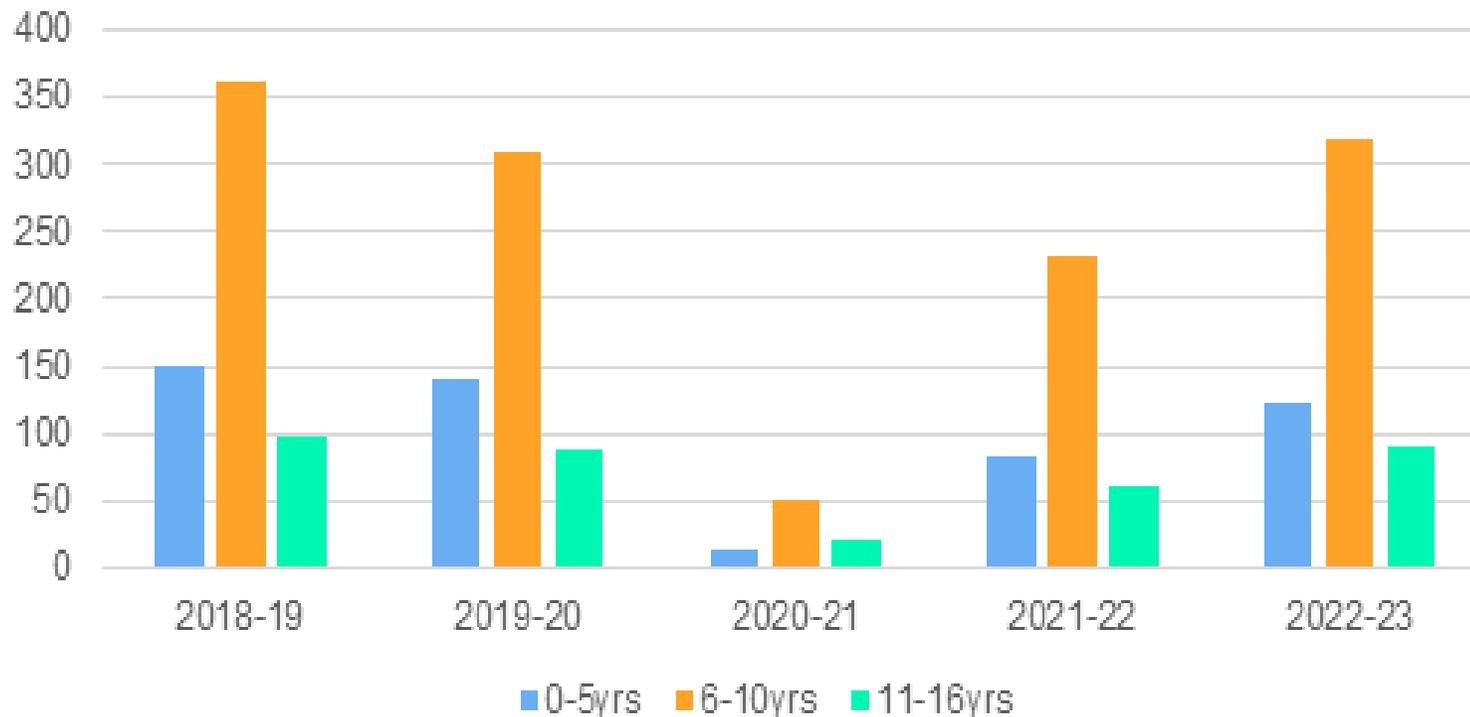
Rate per 1000 0-16 population, 2020/21 - 2022/23



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*aggregated from LSOA data; for 115 of 200 LSOAs within Wigan data was suppressed as counts were <5

Admissions for Dental Extraction Wigan Residents aged 0-16



- Additional dental extraction trend data up to March 2023, provided by the Greater Manchester NHS Integrated Care Board (GM NHS ICB - system information request in Sept 2024).
- 2022/23 there were 533 admissions for dental extraction for Wigan residents aged 0-16 years
- Most common age group being 6-10-year-olds
- Steady increase in the latest year similar to pre-covid levels.



Oral Health Prevention Action

- **New supervised toothbrushing programme (March 2025)** - prevent tooth decay in children focussed on three- to five-year-olds in early years settings - including nurseries and primary schools. In partnership with Colgate- Palmolive - toothbrushes and toothpastes donated to areas of social deprivation.
- **Part of Plan for Change** to give children the best start in life and prevent ill health.
- **Reduction of burden of treating dental disease** in children, by preventing hospital admissions that cost the NHS around £1,600 per person.
- In Wigan, an **oral health task group** - established to make plans for the additional funding to support fun, educational school and community oral health sessions plus health and school-based workforce development.
- Children and families get the support they need to **learn positive habits**, and have **access** to toothbrushes, toothpaste and educational materials to continue the good work at home.
- Local recommendation for detailed **oral health needs survey** and assessment across the borough - focus on child oral health awareness and brushing, nutrition habits and lived experience of children and families including accessibility to dental appointments. Inform localised oral health campaigns, education and improved access across the borough.
- [Supervised toothbrushing for children to prevent tooth decay - GOV.UK](#)
- [Plan for Change – Milestones for mission-led government](#)



Good Levels of Development

- In Wigan, generally **84% of children are achieving a good level of development** at age 2 to 2½ years in all 5 areas of development (communication, gross motor, fine motor, problem-solving and personal-social skills). Higher than the England average of 80% (23/24).
- At age **4-5 years old (the end of the first reception year at school), 64% of Wigan's children** have a good level of development which is a slightly improved position on the previous year, but lower than the England average of 68%.
- This is defined as the **expected level for the 12 early learning goals (ELGs), within the 5 areas** of learning relating to: communication and language; personal, social and emotional development physical development; literacy; and mathematics.
- **1001 days** - Scientific evidence tells us that the period from 0-2 years old is the fastest for brain development and these early years are critical to providing the foundations for future physical and mental health.
- Knowledge of the **importance of the early years is low in our society** (3 in 10 parents recognise that these first five years are most important for health and development)
- National government – **ambition to break the link between background and success** & create the healthiest generation of children ever.
- National target of **a record proportion of children starting school ready to learn by 2028 with 75% of 5-year-olds reaching a good level of development in the early years' foundation stage.**
- **Family Hubs working with key partners and communities** already in place across **Neighbourhoods**
 - evidence-based support for early learning and language development;
 - a digital hub for trusted advice and guidance;
 - link to a children's NHS App, connecting families to local hubs and services;
 - identifying children with additional needs, provide vital help for families who children may have Special Education Needs and Disabilities;
 - increase parent panels and greater outreach to ensure inclusion.



Foresight & Next Steps





Foresight & Further Insights

- **CYP Accident and Emergency attendance and admissions** - potential causes and underlying factors
- Prevention of **unintentional injuries including safety** advice during CYP health visits and access to low-cost home safety equipment
- Deeper understanding of other **hospital admissions - mental health conditions** in under 18s and decline in hospital admissions as a result of **self-harm** 10-24 yrs, **asthma admission episodes** - inform preventative action and care
- Local evaluation of data and research into **smoking and vaping behaviours**
- Enablers and barriers to **good mental health and wellbeing** (benefits of trauma informed approach across CYP settings)
- **Protective factors and preventable risks** related to risk-taking behaviours such as sexual health, smoking, vaping, alcohol and drug misuse influenced by both commercial and social determinants of health
- The impact of a **variety of communication and home learning environments** within the early stages of life to ensure children have the foundational communication skills when starting school - learn & achieve
- A deeper understanding of the **importance of the first 1001 days of life**, experience of children and families living in Wigan is needed - public services preventative universal support via health literacy & community-based health promotion
- Connection between **oral health, nutrition and physical activity** – too many children are experiencing tooth decay by the age of five in Wigan. Plus, increased numbers of children living with obesity & more children not achieving enough exercise in their normal waking day.
- Further development of Wigan's **early help approach** and investment to support together to promote the welfare of the CYP at the earliest stage rather than reacting later.
- **A deeper understanding of the building blocks of health** - connection of good homes, food, shelter and warmth at the beginning of life and in family context. (13% of CYP living in fuel poverty), plus commercial and social determinants of health

Working together – shift to prevention, neighbourhood



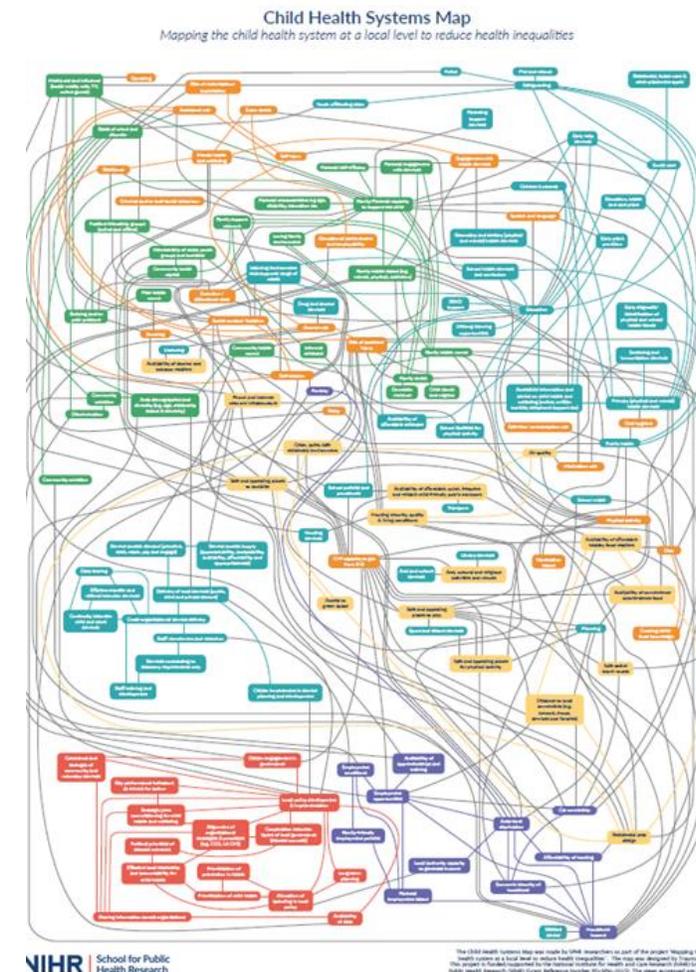
Universal building blocks for good health e.g. Family income, housing, education, skills and employment, community assets and infrastructure, places for fun and socialising.

Primary prevention through maternity services, general practice, Healthy Child Programme, 0 -19 service, Family Hubs, All Child, Primary Care, Vacc and Imms, Oral child health.

Early Intervention services such as Daisy, All Child, Social Care, Health Improvement.

Access to high quality treatment and interventions such as A & E, outpatients, treatment and management for long term conditions, social care, drugs and alcohol services, and CAMHS.

Dignified and quality support at the most challenging time for children and families e.g. end of life, safeguarding and CDOP.





Summit: Leading for Impact – Pledges

Strong collective commitment to driving meaningful change for children and young people. Key themes emerging from pledges:

- Voice & Participation
- Health Inequalities & Data
- Creative Health, Arts & Culture
- Access & Navigation (Inclusion & Equity)
- Environment & Infrastructure
- Physical & Mental Health and Wellbeing Integration
- Best Start in Life – general levels of development, speech and language, community/parent agency.





Deep Listening & Public Health Annual Report 2025

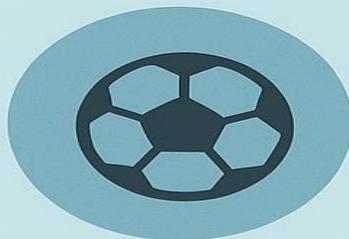




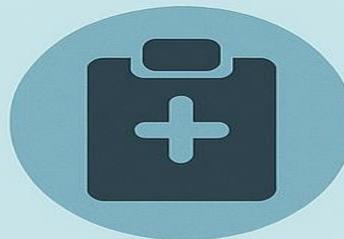
Consortium 24 – Deep Listening



Green Spaces
& Nature



Sport, Clubs
& Activities



Services
& Access



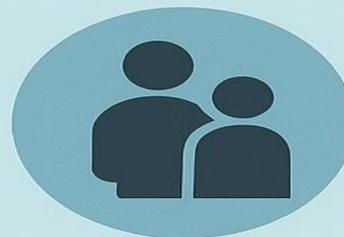
Safe Connections
& Community



Voice &
Influence



Safety



Tackling
Exclusion &
Stereotypes



Mental
Health &
Confidence



Pride
in Place

10 Key Engagement Themes





Public Health Annual Report

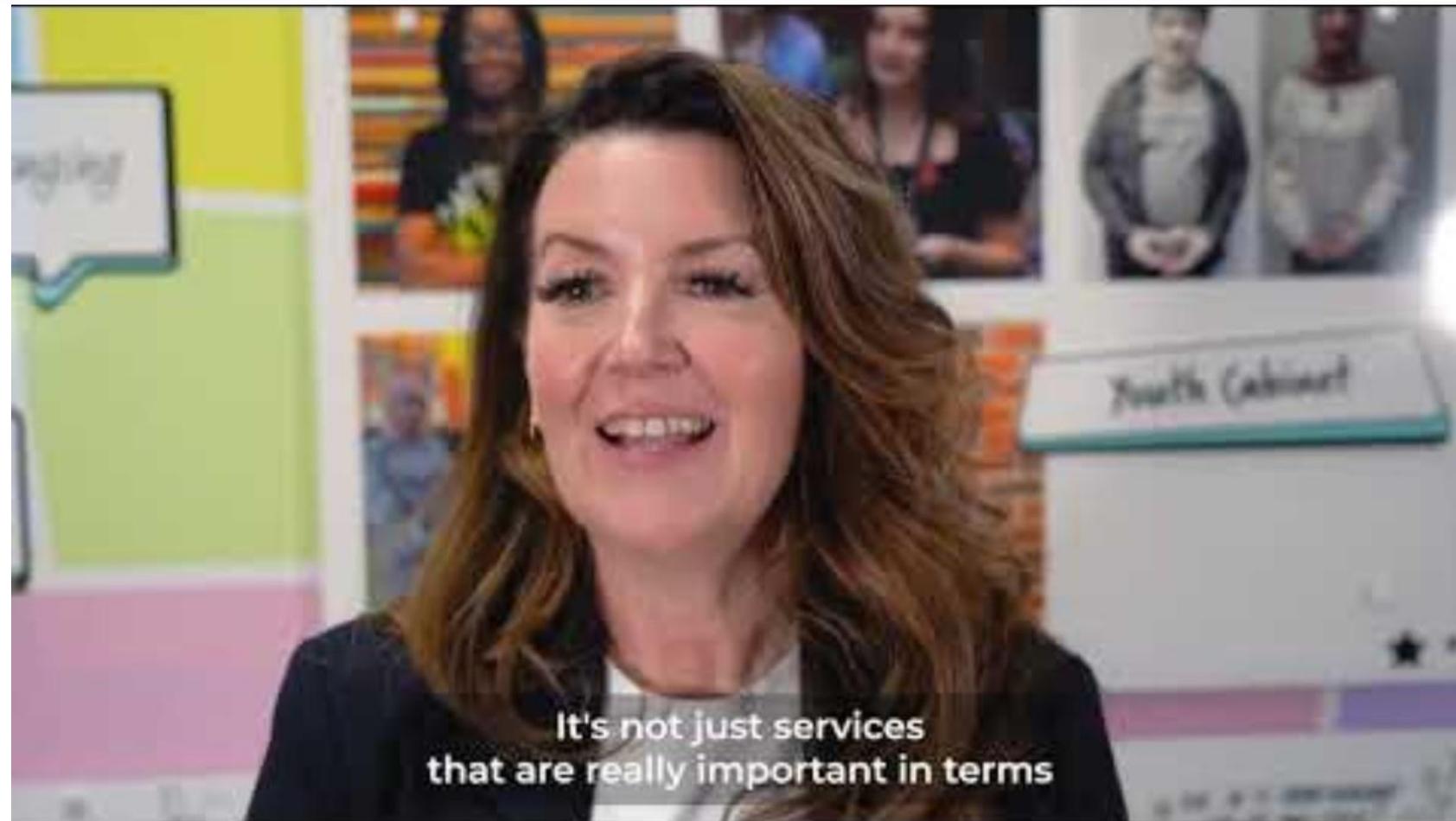
Director of Public Health Annual Report supported by Director of Children and Families Services

Issued Dec 25 -Jan 26 with a range of partners – Health and Wellbeing, Healthier Wigan Partnership

Video format to promote further deeper place-based discussions re. wider determinants of health and health creation with community and VCFS

Children and young people's voice at heart told through creative media

Call to action: <https://www.dropbox.com/scl/fi/fy86lxekc0vql7wyfq0ck/Wigan-Public-Health-Report-2025.mp4?rlkey=pk8tvh8num1x75tquxj560dd3&st=ywvi94t6&dl=0>



Please use link if video doesn't play.
https://www.youtube.com/watch?v=-fV-G_ZOxSQ



References

- [Fit for the future: 10 Year Health Plan for England - executive summary \(accessible version\) - GOV.UK](#)
- [Balanced System® - Greater Manchester Combined Authority](#)
- [Giving every child the best start in life](#)
- [Children's Wellbeing and Schools Bill 2024: policy summary - GOV.UK](#)
- [Our Children, Our Future: Tackling Child Poverty](#)

