

The Problem

NENC ICB has **significantly higher rates of Asthma** admissions for young people aged 10-18 in relation to England's average

Data shows NENC ICB has **significantly higher rates of A&E attendances** across all age ranges compared to the England's average.

The NENC region as a whole has a **higher proportion (29.4%) living in the 20% most deprived areas** of England than the national average (20.2%).

The Solution

Collectively map and understand wider pathways & interdependencies of services

Collaboratively develop & implement a range of flexible interventions that respond & identify local needs

Develop systems of accountability & effective, meaningful data flows between organisations. Implement systems to record and monitor impact of interventions

Deliver an effective programme of communication and engagement to inform parents, carers, CYP, and the local populations about the work that is ongoing.



Beat Asthma logo competition winner Sophie

“
WE WANT ALL CHILDREN,
YOUNG PEOPLE AND
FAMILIES TO HAVE THEIR
VOICES EMBEDDED AT THE
CORE OF OUR WORK AS WE
TRANSFORM HEALTH AND
CARE FOR THE BETTER. WE
WILL WORK WITH
EVERYONE WHO CAN
INSPIRE CHANGE
TO DO THIS.
”

THE CHILDREN AND YOUNG PEOPLE'S
TRANSFORMATION PROGRAMME

Our Achievements & Plans:

- Project underway to bring together Beat Asthma and roll out of national bundle
- Asthma Leadership Group in place
- Finances available 23/24
- Baselining project complete, [report](#) published
- 18 month progress [report](#) demonstrating activity, implementation and impact published
- Roll out, signposting and implementation and embedding of the National Bundle
- Working with the LTCPH Network and with NENC Respiratory Group
- Standardised educational resources have been developed – [TITO/Heads/SENCOs/Pharmacy](#) in progress
- Presented at TITOs, Heads and SENCOs forums, schools, North East Ambulance Service, MCN and RIG – various others -1500+ points of contact
- Targeted work into primary care services
- Working with H+F ICB colleagues regarding access to Primary Care data
- Advice and liaison out across the system.
- Pathways and resources developed [primary to secondary](#) and [secondary to tertiary](#)
- Accreditation Blue Print and [Schools policy](#) developed
- Beat Asthma Friendly Schools (BAFS) Accreditation Pilot completed, 13 schools accredited (3952 children on roll). Very positive feedback from settings
- Developed a range of BAFS [resources](#) for sustainable roll out and published online
- Schools logo competition – Children's voice in asthma
- Northumbria sustainability [short film](#)
- #AskAboutAsthma2022 [Podcast](#) ('most listened to podcast of AAA 2022')
- Webinars delivered Jan/Feb 23 [Asthma webinars | Resources | Healthier Together | \(nenc-healthiertgether.nhs.uk\)](#)
- Conference delivered for June 23 [1st Northeast and Cumbria Paediatric Asthma and Allergy Conference - Tuesday 6th June 2023 - South Tees Conferences and Events](#)
- Links to Beat Anaphylaxis – Ellen's [film](#) launched 31st March 2023
- Working with sports clubs on parallel sports and clubs accreditation framework
- Working with colleagues in environment and housing sectors
- [Secondary Care newsletter](#)