



**Healthier City and Hackney Fund key priorities:**  
***Supporting families to manage common childhood illnesses closer to home***

Supporting families to manage common childhood illnesses closer to home is one of the four priorities for our **Healthy Activities** grant.

We are looking for applications to empower families to prevent and manage childhood illness and to support them to do so with education and information, ensuring families are aware of pathways of appropriate points to access healthcare.

*Why is this important?*

All children become ill at some point. Most common childhood illnesses are not serious and resolve themselves fairly easily, but it is important that parents and carers feel empowered to manage these closer to home and know when to seek further help.

Informing parents and carers about their child's health and wellbeing and working in a preventative way can help build confidence and knowledge in them whilst helping to avoid unnecessary GP and A&E visits and pressures on the NHS.

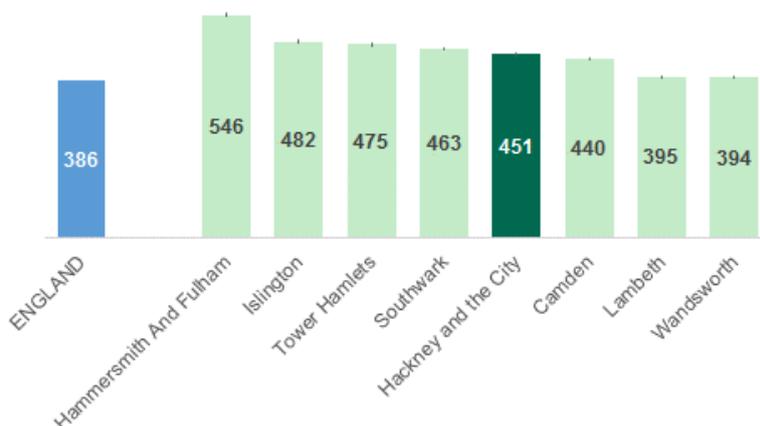
Hackney is the third most densely populated London borough with the Office for National Statistics (ONS) estimating 20,400 0-5s and 44,700 aged 5-19s.

Common conditions for 0-5s include:

- Respiratory - 24.5 admissions per 1000 population
- Accidents and injury – 11.3 admissions per 1000 population
- Gastroenteritis – 8.0 admissions per 1000 population
- Feeding problems – 13.3 admissions per 1000 population (all for children under one).

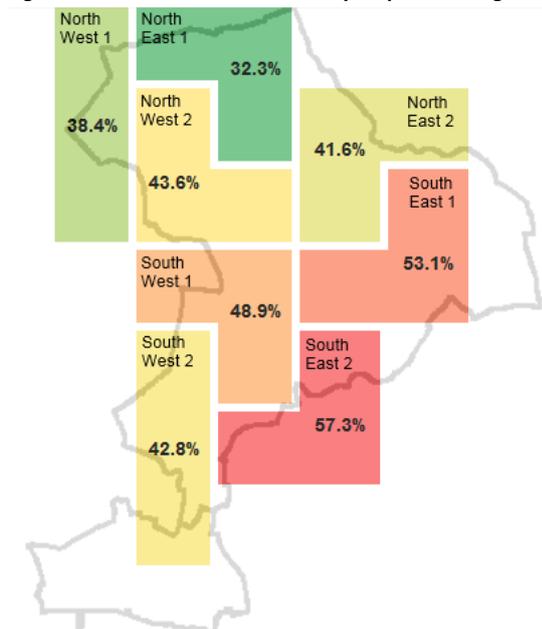
In Hackney, A&E attendance rates are higher than the national average, and higher than some statistical neighbour CCG areas (see Figure 1). We know there are almost 30,000 A&E attendances per year in under 18s with roughly half in 0-4s, and half in 5-17 year olds.

**Fig 1: A&E attendances in <18 year olds (Crude rate per 1,000) in Hackney and the City, and similar CCG areas (2013/14 – 2015/16)**



Local data also shows higher rates of attendance in people registered with GPs most close to Homerton Hospital – there is a similar trend nationally (see Figure 2).

Fig 2: Rate of child A&E attendance by GP practice Neighbourhood (<18s; HES 2013/14 - 16/17)



We would like organisations to work with parents, children's centres, health services and schools to support families with young children, throughout childhood and adolescence to identify common illnesses early and be enabled to manage them as close to home as is appropriate. Incorporating a prevention element, this would include work to ensure families are aware of how and when to seek further advice and the options available.

#### *What are our areas of interest?*

We will consider applications that propose new ways to support families to manage common childhood illnesses closer to home, but are particularly interested in the following:

- Projects that include elements of prevention
- Projects that target families from areas of highest deprivation in City and Hackney
- Projects that draw on local resources to provide additional support
- Projects that include families resident near Homerton Hospital
- We are interested in bids which look to increase the uptake of immunisations for children and Young People in City and Hackney
- We are interested in bids which look to educate parents and families about the four common conditions for 0-5 years olds outlined above (respiratory, accidents and injury, gastroenteritis and feeding problems)

#### *Topics areas to avoid*

- We are less interested in projects that focus solely on one area i.e. healthy eating (currently covered by services available in Hackney) or oral health (part of another HCHF priority)

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