



Common Approach To Children's Health

Progress Report 2019

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Introduction

The Common Approach to Children’s Health (CATCH) is a health information app aimed at parents and carers from pregnancy to age five. CATCH aims to ease the sense of information overload which parents and carers can experience during pregnancy and a child’s early years. It does this by providing articles from the NHS as well as national charities and organisations in one place together with details of local services and support. Everything in CATCH is approved by local clinicians so there’s no worry that the information is not trusted and reliable.

CATCH is delivered as a service rather than a stand-alone app. A Health Promoter is provided to inform local health professionals of the benefits

of recommending the app and working with them to ensure that the app is locally customised and promoted appropriately in their area. A Content Manager is also provided to source new content and to respond to new content requests to help the app grow in size. The Content Manager is also responsible for ensuring all new information is approved by local health professionals.

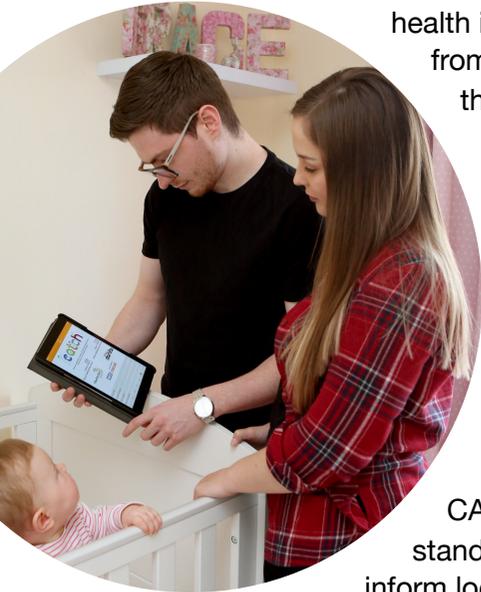
CATCH was originally created by Damibu in collaboration with Eastern Cheshire and South Cheshire CCGs and Cheshire East Council to address high levels of unnecessary A&E and GP attendances in

the area. Damibu held co-creation sessions with clinicians and CATCH was thereafter launched in these two areas in April 2016.

CATCH was later commissioned to roll-out across the Cheshire and Merseyside STP footprint on 1st February 2018 through the Cheshire & Merseyside Women’s and Children’s Services Vanguard. The Vanguard is a partnership of 27 NHS organisations across Cheshire and Merseyside and aims to improve the experiences of women and children. The Vanguard spans across twelve CCGs of which CATCH is now live in seven: Eastern Cheshire, South Cheshire, Vale Royal, Halton, St Helens, Knowsley and Liverpool. CATCH is now on app version 3.04.

Although CATCH was originally created to reduce unnecessary A&E and GP attendances, work undertaken with teams across these seven areas have helped Damibu to identify additional domains in which CATCH could have an impact; vaccination uptake, breastfeeding initiation and maintenance, dental health perinatal mental health, school readiness and childhood obesity.

This document produces an overview of the progression of CATCH to date. It covers five areas: Analytics, Content, Engagement, Feedback and Impact Domains.



Analytics

Downloads

As of 1st August 2019, overall downloads stood at 8,423. In order to comply with Information Governance issues presented by Google Analytics, Damibu created an Analytics platform which was launched in August 2018. Area-specific data is therefore available from that date. Prior to the launch of the Analytics Platform, overall downloads stood at 4,332. Figure 1 shows downloads per area from August 2018. Cumulative downloads are demonstrated on a monthly basis in figure 2 (figures show downloads exclusively within these dates).

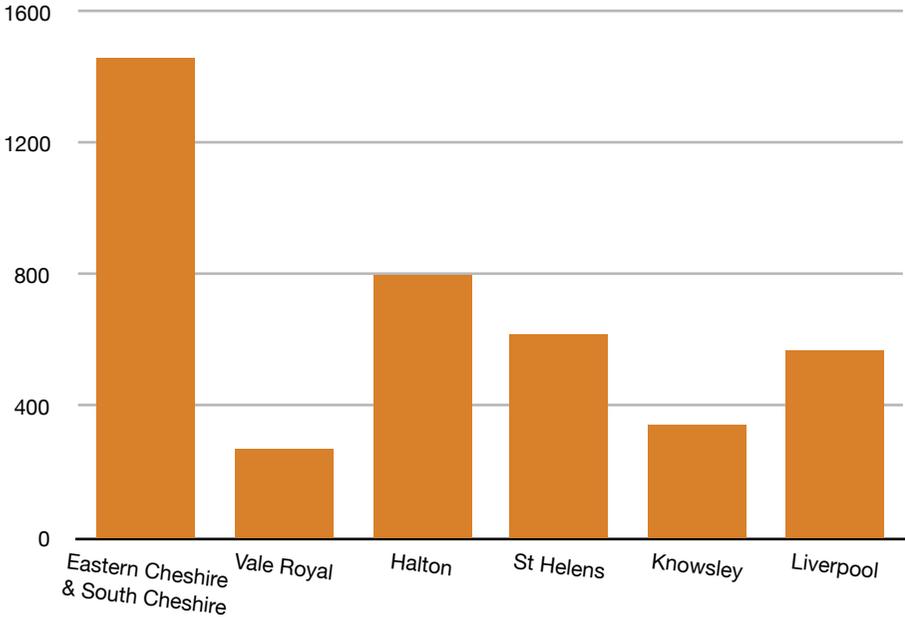


Figure 1. CATCH downloads per area Aug 2018 – Jul 2019

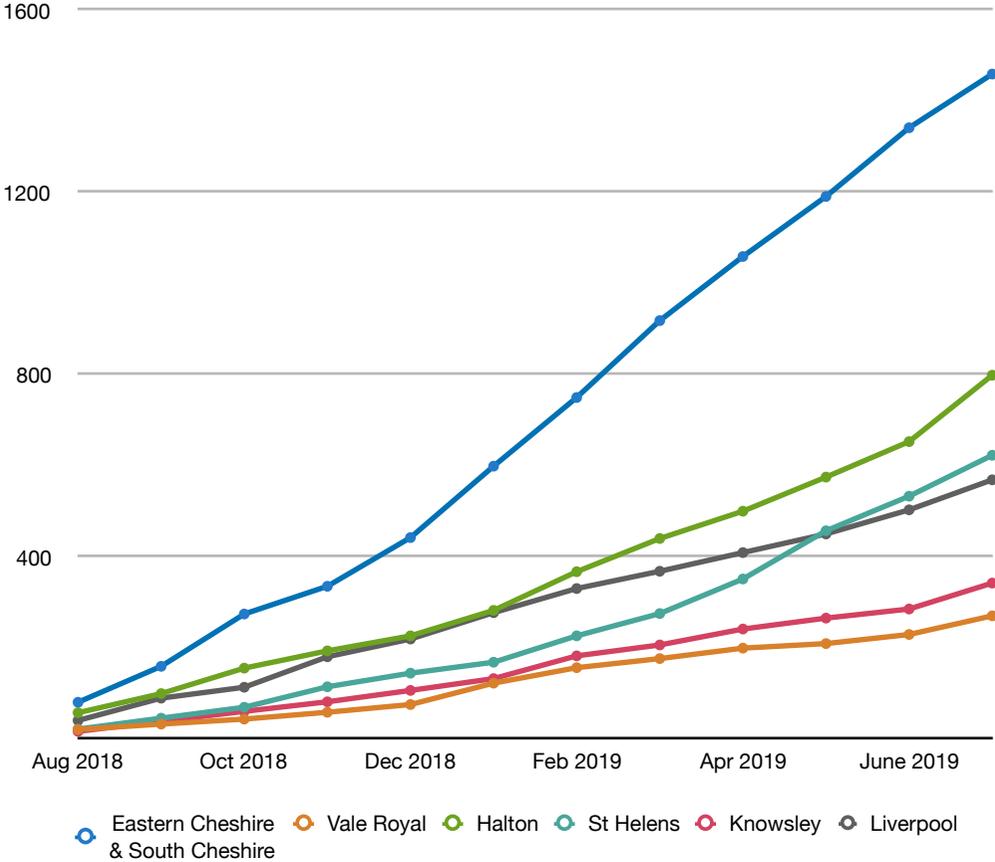


Figure 2. Cumulative downloads per area Aug 2018 – Jul 2019

It is important to note that as CATCH was introduced into Eastern and South Cheshire over two years before others, it is better established and this could explain why downloads are significantly higher.

Articles

A total of 38,892 articles have been opened from August 2018 – July 2019. As part of the CATCH analytics platform, popular articles are monitored by area. Articles read can be further monitored by postcode area. In this way, professionals can identify areas of concern and outbreaks (more parents reading an article on measles could indicate an outbreak) and respond accordingly. Table 1 shows most opened articles in each area and figure 3 indicates the number of articles opened in each region:

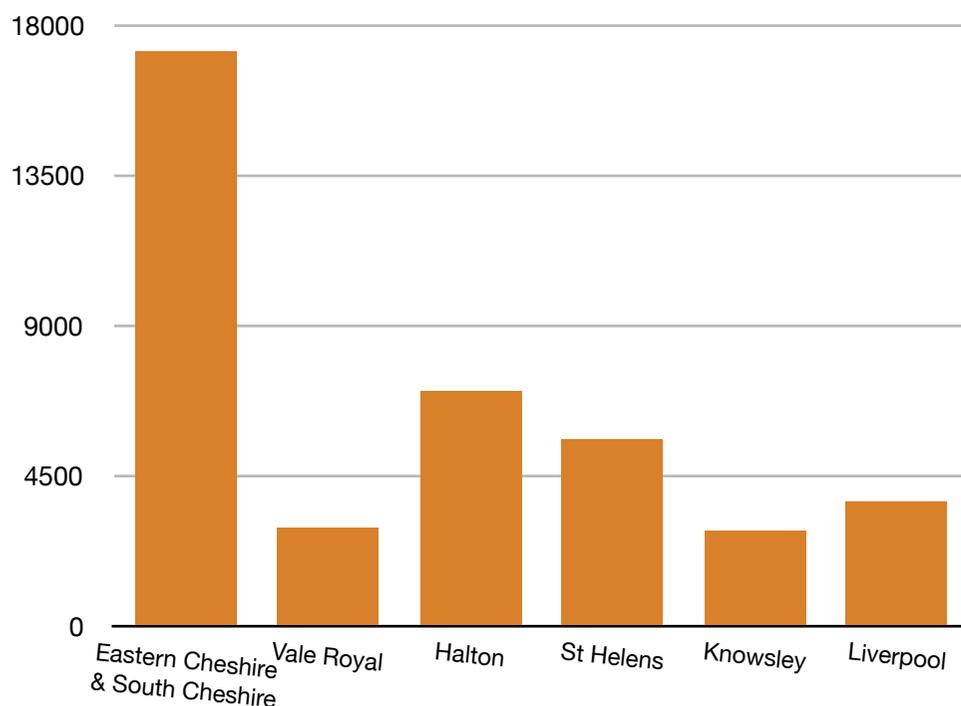


Figure 3. Number of articles opened between August 2018 and July 2019 organised per region

| Area | Top five articles |
|-----------------------------------|--|
| Eastern Cheshire & South Cheshire | Soothe a crying baby Play ideas and reading The six-week postnatal check The 6-in-1 vaccine: first dose The NHS vaccination schedule |
| Vale Royal | The NHS vaccination schedule Play ideas and reading Soothe a crying baby Vitamins for children Bronchiolitis |
| Halton | Play ideas and reading Soothe a crying baby The NHS vaccination schedule Helping your child's speech Keeping your child safe at home |
| St Helens | Play ideas and reading Soothe a crying baby Keeping kids active Help your baby to sleep The six-week postnatal check |
| Knowsley | Play ideas and reading Teething Soothe a crying baby Keeping kids active Reflux in babies |
| Liverpool | Play ideas and reading The NHS vaccination schedule Soothe a crying baby Keeping kids active The 6-in-1 vaccine: first dose |

Table 1. Most popular articles opened by area.

Content

Articles

Following co-creational work with clinicians based in Eastern Cheshire and South Cheshire, CATCH originally contained around 400 articles from NHS choices. Since its inception, CATCH content has grown to over 820 articles from 23 national sources, including NSPCC, ERIC, The Lullaby Trust, Young Minds and 55 local sources, including Healthy St Helens, Millie’s Trust (Halton) and Cherubs Breastfeeding (Cheshire East). Figure 4 shows growth of articles in CATCH over time.

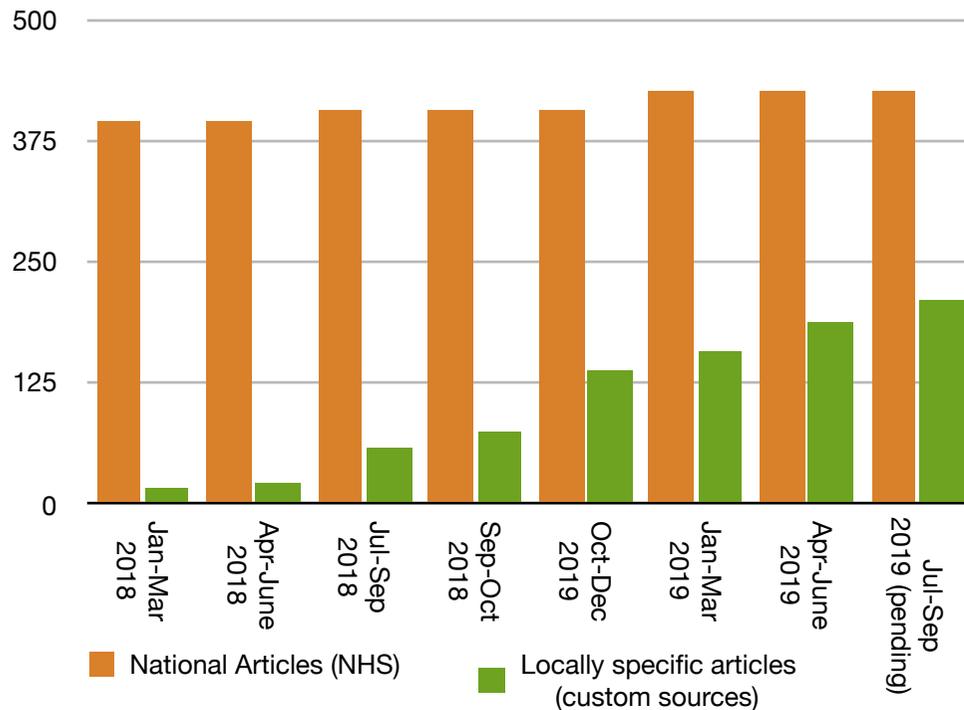


Figure 4. Number of articles available in CATCH by month from January 2018 to July 2019

The NHS website regularly updates, deletes and adds new articles, which is the reason for the fluctuation in the number national articles. The number of custom articles grows as more content requests and suggestions are received.

Support Links

CATCH also contains a multitude of national and local support links which are linked to related articles. Table 2 displays the number of links available in each area:

| Area | Number of local support links | Number of national support links |
|-----------------------------------|-------------------------------|----------------------------------|
| Eastern Cheshire & South Cheshire | 30 | 53 |
| Vale Royal | 7 | 53 |
| Halton | 55 | 65 |
| St Helens | 50 | 51 |
| Knowsley | 49 | 61 |
| Liverpool | 0 | 0 |

Table 2. Number of national and local support links by CATCH product

Engagement

As part of the CATCH service, the Health Promoter’s role is to engage with local professionals to:

- Inform of the benefits for parents to increase confidence in recommending CATCH
- Inform of the benefits for the professional and their service
- Discuss relevant content and explore further information and resources to be included in CATCH.

Engagement is also provided directly to parents and carers both face-to-face and through social media.

User Engagement

Face-to-face engagement

A total of twenty-nine opportunities for user engagement have been taken since March 2018. These sessions have included attendances at both large and small community events; promotion at baby clinics, Children’s Centres and primary school intake meetings; and direct feedback sessions with new parents.

Engagement is on a one-to-one basis or as a presentation to a larger group of parents/ carers.

Engagement is used for both promotion of the app and to understand user’s experiences of using CATCH and navigating the early years of their child’s life.



Social Media

CATCH uses Facebook, Twitter and Instagram to support face-to-face interaction through reaching out to a wider audience. CATCH regularly posts across all platforms and creates a weekly sponsored post on Facebook which has an average reach of 2,342 users. Table 3 below shows the reach CATCH receives across each platform:

| Facebook | Twitter | Instagram |
|----------|---------|-----------|
| 107,820 | 58,000 | 3,323 |

Table 3. Reach on Facebook, Twitter and Instagram in the past 6 months

In order to reach a wider audience, CATCH boosts one Facebook post per week. Since boosting posts, an increase in discovery of CATCH through social media has been noticed (see figure 6). Boosted posts regularly reach over 2,000 users and the highest reach recorded is 4,947. Boosted post engagement is on average 87 and posts have seen over 3,200 engagements to date.



Professional Engagement

Face-to-face engagement

Across the seven CCGs, the CATCH service has engaged with over twenty different services across the NHS, Local Authorities and other local providers (see figure 5.). This interaction ranges from email communication regarding content and promotion to face-to-face engagement.

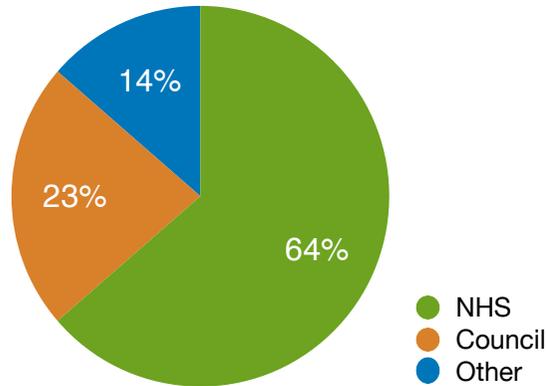


Figure 5. Proportion of services engaged to date

Face-to-face engagement can consist of an arranged meeting with a member of management, attendance at monthly locality meetings or training sessions or larger events.

Since March 2018, we have scheduled over 120 meetings and sessions are always well received by professionals. Information documents have been produced and distributed to those who are unable to attend meetings or for management to share with their front line staff.

Professionals surveyed to date have agreed that added engagement, together with



We're here at a Childminders and Nurseries Conference at the @twstadium in St Helens today with some great local services! #childrenshealth #nhs #publichealth



St Helens Libraries and 3 others

content management, improves app uptake by professionals and parents and increases desirability over other parenting apps (see page 9 for more information).

“Liverpool's Children's Centres received an excellent informative briefing re the CATCH app. This was extremely useful to take back to centres across the city and share with parents.” - Hazel Patterson, Liverpool Children's Centres

“The CATCH Health Promoter role has been very useful in terms of linking in with local services to promote the app which exceeded my expectations of the support we would receive to promote the app.” - Ann-Marie Barrow, St Helens CCG

Monthly newsletters have been produced on an area-by-area basis since January 2019. Newsletters include updates on analytics, ongoing engagement and new content.

Print Media

Over sixty pull-up banners have been distributed to GP surgeries, walk-in centres, Hospitals, Children's Centres and Early Years centres. Flyers are provided to each service engaged to support recommendation of CATCH during encounters with parents. Room thermometers were also produced following consultation with clinicians and were dispensed to each area.



Feedback

User Feedback

User feedback is gathered through three in-app surveys. Surveys measure age range, where a user finds out about CATCH, whether they find the app useful and would recommend it and if it has helped them in a situation where they had to consider self-care or medical management.

| Survey 1 | Survey 2 | Survey 3 |
|----------|----------|----------|
| 807 | 203 | 187 |

Table 4. Number of responders per in-app survey

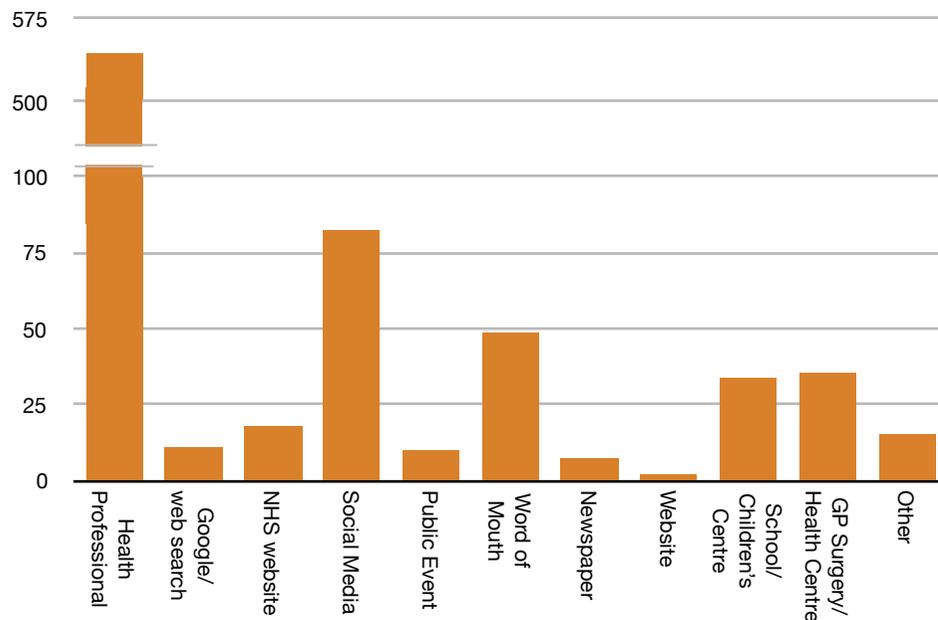


Figure 6. Methods of discovery of CATCH

Results show that 79% of users sit in the age range of 25-39, with 10% aged 16-25, 9% aged 41-50, 1% aged 51-60 and 1% aged 60+.

Data reveals that 64.7% of responding users find out about CATCH through a health professional. This suggests that, when the recommendation comes from a trusted professional, a parent is likely to act on advice and confirms the importance of reaching health professionals in the promotion of CATCH. Figure 5 shows all pathways of discovering CATCH.

90% of responders to survey two felt that CATCH had helped them to feel more confident to care for their children and 91% would recommend the CATCH app to their friends or family. This figure rose to 93.5% in survey three. Reasons for recommending are shown below:

“This app has saved my life, the amount of times I have needed ideas to help my child or had a look at things that will help her as she grows everyday so I recommend this app to everyone”

“As a first time parent, every little thing makes you worry and question if something is wrong but this has helped calm me and realise what is normal (google is not your friend!) it has also helped prepare me for the vaccinations next week and what to expect”

“It has everything. I am so glad this was recommended to me. As a first time mum I am worrying about everything and making sure my baby is always more than ok. This app has helped calm my anxieties around this.”

Fortunately, at the time of completing the third survey, 75% of users had no need to visit their GP and 90.5% had no need to access emergency services. 11% of users felt that the app had helped them avoid an unnecessary GP visit and 5.5% felt that the app helped them to avoid an A&E visit (203 users responded to the question targeting GP visits and 201 responded to the question targeting A&E visits).

Professional Feedback

Feedback from local professionals is obtained through regular contact and quarterly board meetings. In June 2019 a survey was sent out to professionals across all areas to request feedback. 33 responses were received from a mixture of professions as below in figure 7:

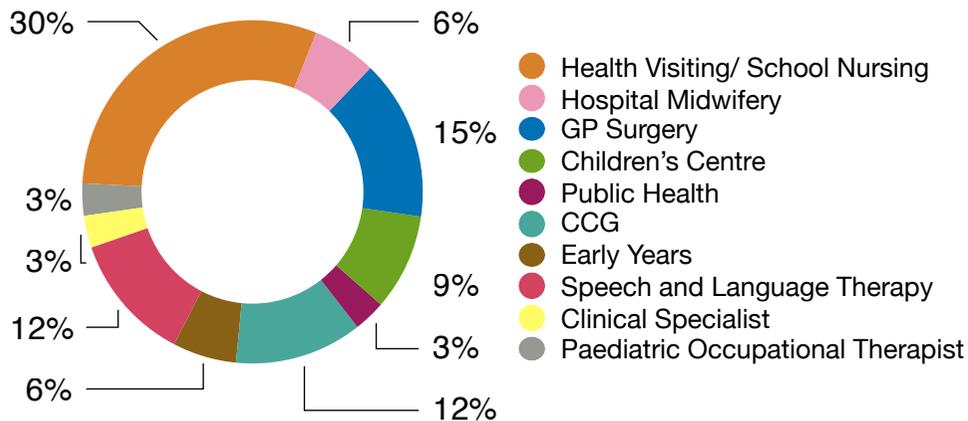


Figure 7. Professions of responders to feedback survey

Most responders were unsure whether CATCH had helped reduce pressure on their service. A number of responders offering further clarification highlighted that they felt it was too soon to tell.

Professionals were provided with a number of potential impacts and were asked if they thought if a) any of the areas **had** been impacted by CATCH and, b) if any of the areas **could** be impacted by CATCH. Answers are noted in figure 8 below:

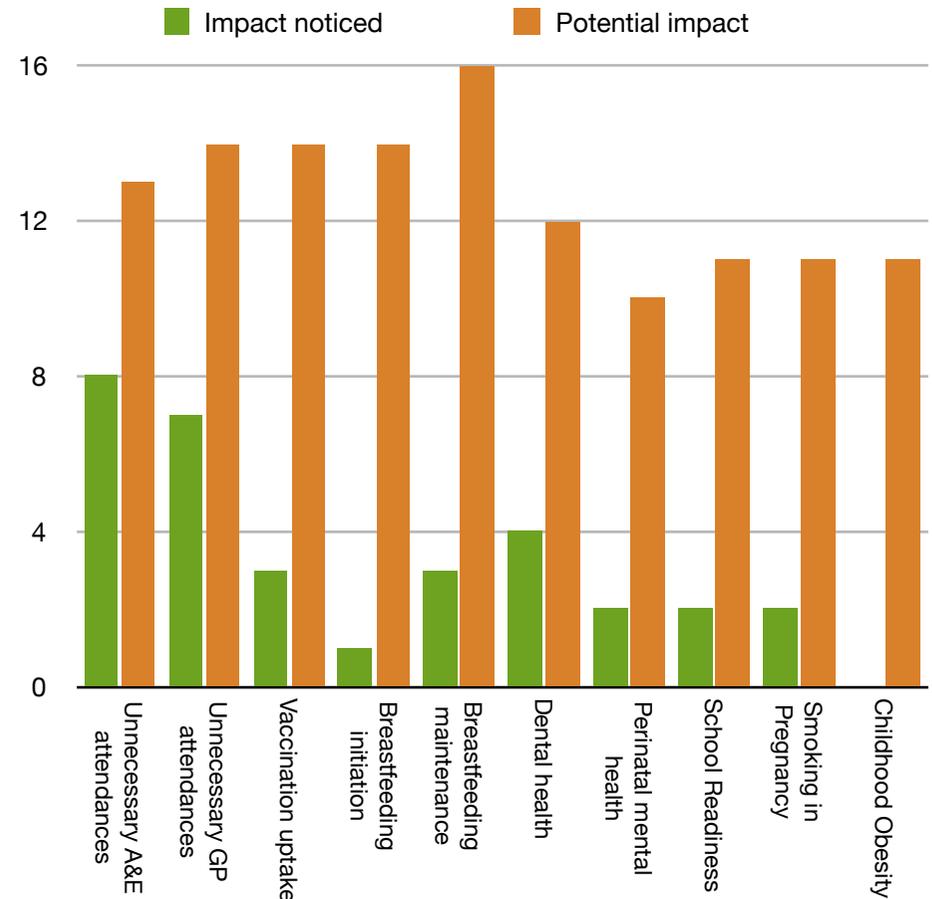


Figure 8. Potential and noticed impact domains for CATCH

Ten respondents were unsure if CATCH had any impact on their service as it was too early to tell. Other suggested impacts included positive parenting/ attachment, childhood accidents and minor illnesses. For detail on each of these impact domains see page 9.

When asked about CATCH as a service, respondents felt that the inclusion of content management and promotion influenced:

- Accuracy of information
- Reliability of information
- App uptake by professionals
- App uptake by parents
- Relevance of app to area targets
- Desirability over other parenting apps

Findings from the professional survey support the notion that CATCH has the potential to impact upon more than unnecessary A&E and GP attendances, for which it was originally created. Through increasing health literacy through the provision of easy-to-follow health information, the further identified impact domains make CATCH an invaluable source to influence the population to achieve multiple public health targets.

Health professionals are key to promotion of the service. This is also supported by evidence which indicates that “promotion of online resources to women by trusted health care providers is essential to their increased and sustained use” (1).



“I have promoted CATCH at all my recent events - parents seemed genuinely interested in the app. One parent asked her friend to help download the app there and then, so she could start to use it straight away. Her friend said she uses it frequently. I have had comments that it's good to get reliable, professional information via the internet, as there is a lot of conflicting and confusing content around.” - Carolyn McAuley, HELPS Home Safety Coordinator, Halton



“Really useful when presenting the Introduction to solids. I have used the choking clip to increase awareness of this and clients have appreciated this.” - Jan Tomlinson, Health Visitor, Eastern Cheshire

“CATCH is really informative and easy to use. Lots of useful information that parents can access 24/7 especially when the Health Visiting team are not available. Parents seem genuinely interested when we talk about it and know they can trust the information provided” - Sarah Greenhalgh-Chesterson, Health Visitor, St Helens

“Damibu are able to assure us that the information they provide is current and in line with government recommendations. As a service this has enabled us to reduce time and money spent on producing a raft of leaflets and has reinforced the frequency and accessibility of health care messages to women when they need it most. This has resulted in reducing phone call enquiries to the service.” - Julie McIntosh, Midwife, Halton

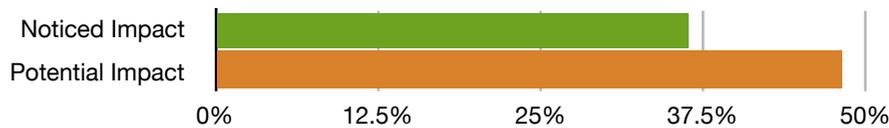
(1) Hearn, L., Miller, M., & Fletcher, A. (2013). Online healthy lifestyle support in the perinatal period: what do women want and do they use it?. *Australian journal of primary health*, 19(4), 313-318.

Impact Domains

Further to the identification of several impact domains which were supported by the professional survey, this section explains how CATCH has had/ could make a difference across each of the areas. Each area shows a percentage conversion from figure 8.

Although CATCH was introduced to Liverpool in March 2018, it should be noted that the area did not have any custom content and Damibu are working with Liverpool City Council's Public Health team to develop an app based on their existing intervention aimed at 0-2 year olds. Due to the lower levels of uptake by professionals in this area therefore, Liverpool has not been included in the following analysis.

Unnecessary A&E attendances



As mentioned previously, CATCH was originally created to reduce unnecessary A&E attendances. Articles in CATCH's emergency section have been opened a total of 1,164 times in the past year. 36% of professionals surveyed noticed an impact in their area and a 48% thought that CATCH could have an impact on this behaviour. Since its introduction, Eastern Cheshire, South Cheshire, Vale Royal St Helens, Knowsley and Halton have all seen a reduction in unnecessary A&E attendances. Although there is no way we can specifically attribute these reductions to CATCH, it is certainly a step in the right direction.

Figure 9 shows the number of unnecessary A&E attendances in each region the year before introduction to CATCH as well as the proceeding years. Figure 10 shows the number of unnecessary A&E attendances in

each region the winter before introduction to CATCH as well as the proceeding years and indicates steeper reductions.

To support data and reiterate findings from user feedback, 90.5% of responses to the in-app survey had no need to access emergency services. Of the 9.5% who considered A&E, 60% felt that the app had helped them to self care rather than go to A&E.

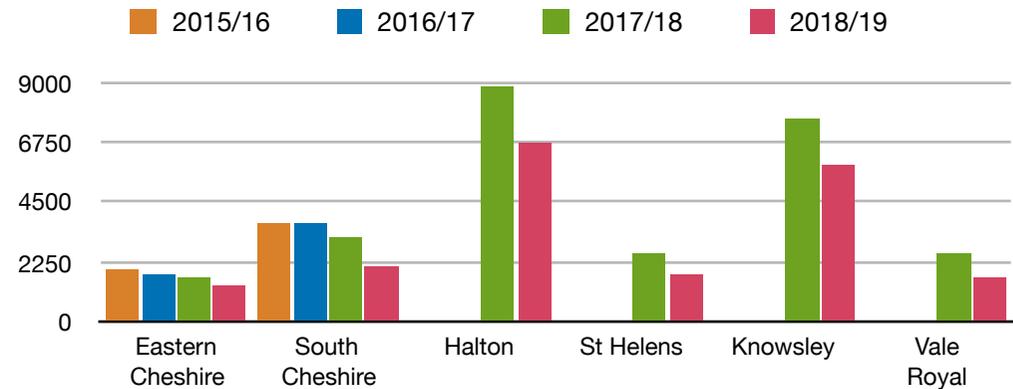


Figure 9. Unnecessary annual A&E attendances

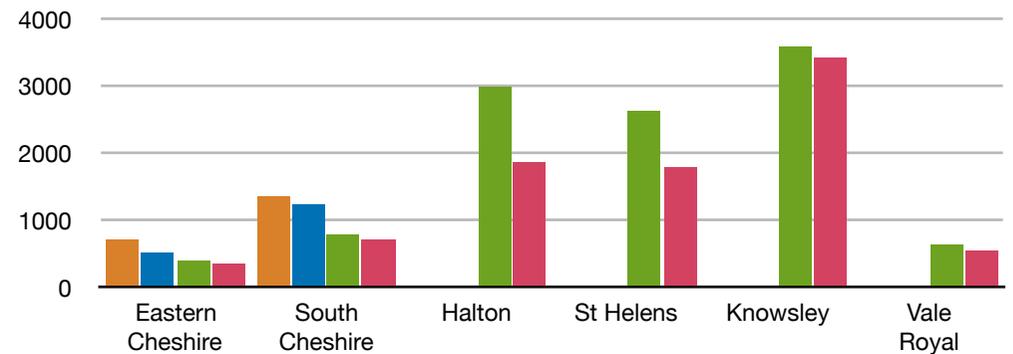
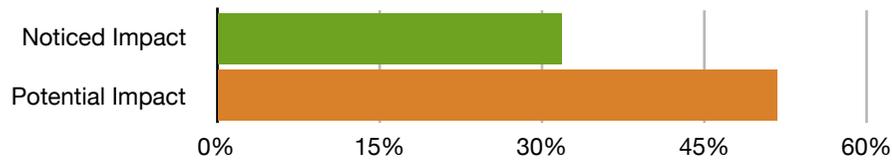


Figure 10. Unnecessary winter A&E attendances

Unnecessary GP attendances



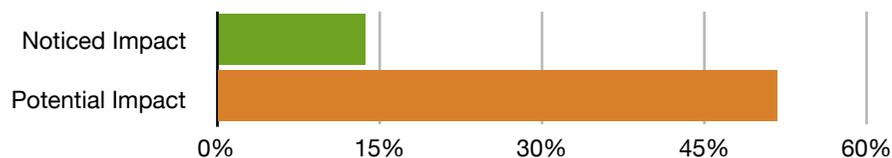
Reducing unnecessary GP attendances was another reason for curating the app. Though we have a number of articles that could help users when deciding to book a GP appointment, it is hard to quantify exactly the number that would quantify GP attendances. 32% of professionals surveyed noticed an impact in their area and 52% thought that CATCH could have an impact on this behaviour. Though there is no available CCG data to support this, CATCH continues to be supported by GPs, both to reduce unnecessary visits and to support advice:

"I recommend CATCH app to my patients and friends with young children because it provides reliable information wherever they are, whenever they need it." Dr Nichola Bishop, GP, Vale Royal

"It's great to have one single source I can refer (my patients) to and offers an alternative to printing out reams of paper advice" Dr Victoria Hoyle, GP, Knowsley

As mentioned above 75% of those who completed survey three had no need to visit their GP. Of the 25% who had to consider booking an appointment, 43% felt that CATCH helped them to care for their child at home.

Vaccination uptake



In the past year, users have opened articles linked to vaccinations a total of 4,326 times. "The MMR vaccine" and "The NHS vaccination schedule" together specifically have been read 852 times. 13.5% of professionals surveyed noticed an impact in their area and 52% thought that CATCH could have an impact on this behaviour. There are notifications linked to each point in the NHS vaccination schedule and areas request that notifications be sent out each winter to encourage uptake of the flu vaccination. By reminding parents of upcoming vaccinations and linking directly to reliable information, parents can feel informed when taking their child to the Practice Nurse.

Cheshire East (Eastern Cheshire and South Cheshire CCGs) have seen an increase in MMR vaccination uptake since introduction to CATCH. This is in contrast to both the national average and its two most similar local authorities, Cheshire West and Chester and Warwickshire, who have seen a decline since 2015 in its administration of one dose and a decline from 2016/17 to 2017/18 in two doses (see figures 11 and 12).

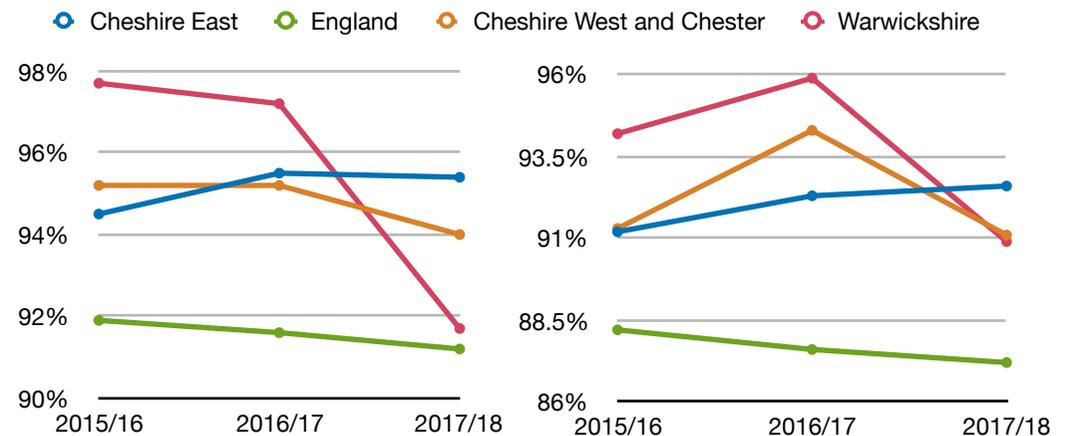
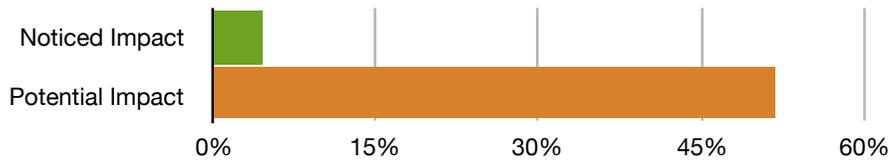


Figure 11. MMR vaccination uptake for one dose at 2 years old (data from Public Health England)

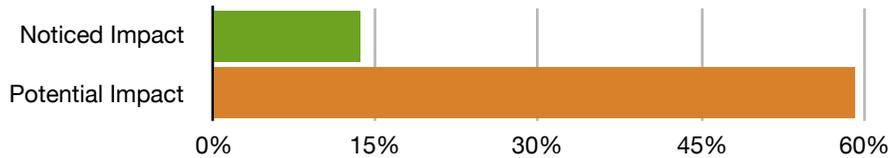
Figure 12. MMR vaccination uptake for two doses at 5 years old (data from Public Health England)

Breastfeeding initiation and maintenance

Breastfeeding Initiation



Breastfeeding maintenance

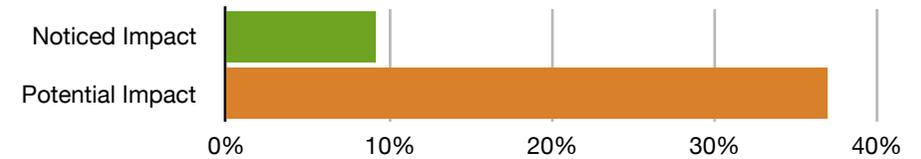


In the past year, a total of 1004 articles relating to breastfeeding have been opened in CATCH. 4.5% of professionals surveyed noticed an impact on breastfeeding initiation in their area and 52% thought that CATCH could have an impact on this behaviour. With regards to breastfeeding maintenance, 13.5% of professionals noticed an impact and 59% thought CATCH could impact on the behaviour. This suggests that more could be done to inform parents of the benefits of breastfeeding and to direct them to appropriate support.

There are a number of breastfeeding articles in CATCH that are pushed to a parent's phone both during pregnancy and after birth to encourage maintenance. Local breastfeeding support is also linked to these articles so mothers can source further help. More work will be undertaken in this area to improve impact in the future.



Perinatal Mental Health

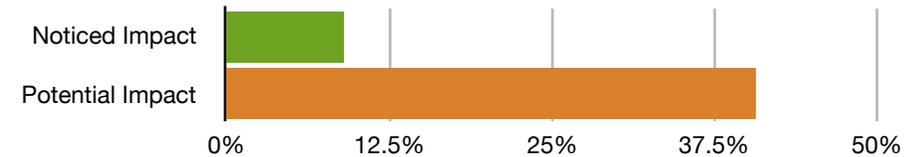


“Coping with stress after having a baby” is one of the top ten articles in CATCH, with 418 views in the past year. 9% of professionals surveyed noticed an impact on perinatal mental health in their area and 37% thought that CATCH could have an impact on this behaviour.

CATCH targets perinatal mental health specifically through NHS uk articles and linking to national and local support, such as the SMILE group, PANDAS and NCT Parents in Mind. Professionals in perinatal mental health have been consulted to ascertain relevant support to be included and this has led to the addition of content from CALM and Perinatal Positivity. The addition of apps to support mental health is also being considered.

Additionally, in providing information and reassuring the parent with reliable advice, parental mental health is inadvertently supported.

Smoking in pregnancy

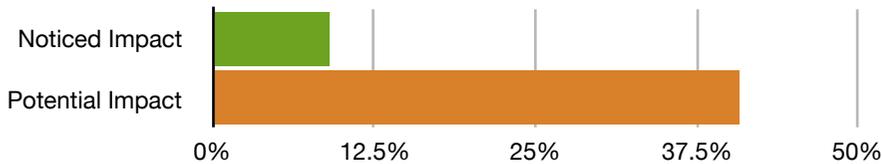


9% of professionals surveyed noticed an impact on smoking cessation in their area and 41% thought that CATCH could have an impact on this behaviour. In the past year, articles on smoking have

been opened 84 times and so it is clear that more can be done to reach pregnant women who continue to smoke.

Following attendance at an Innovation Agency-led event focused on improving maternal and neonatal safety specifically through supporting smoking cessation, Damibu is now working collaboratively with Halton Council’s smoking cessation team. This collaborative working aims to identify whether additional support within CATCH could support pregnant women who smoke and their partners and families to stop. At the time of writing this report, steps were being taken to arrange focus groups with expecting and new parents to further investigate this domain. It is hoped that users can request anonymously to receive support to stop smoking through the addition of positively-framed reminders to the app.

School Readiness



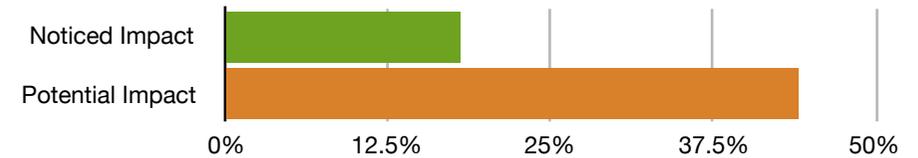
“Play ideas and reading” is CATCH’s most popular article, having been opened 931 times in the past year, and so language development can be identified as an area of importance to parents in Cheshire and Merseyside. 9% of professionals surveyed noticed an impact on school readiness in their area and 41% thought that CATCH could have an impact on this behaviour.

CATCH supports school readiness through a wealth of articles pertaining to language and communication development, emotional and social development, toilet training (from ERIC), and dressing and undressing.



Further to recent requests from professionals, work is being undertaken to expand on articles supporting school readiness. Permission has been received from PACEY to use their content and steps are ongoing to receive permission from to use information from a campaign on school readiness run by Glasgow City Health and Social Care Partnership. Details of school registration deadlines and term dates in Halton have also been added to CATCH.

Dental Health

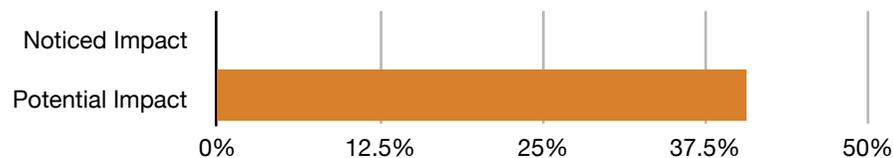


Articles specifically associated with dental health have been opened 1,686 times in the past year but there are more areas that can impact upon dental health such as breastfeeding and diet so the actual figure is much higher. 18% of professionals surveyed noticed an impact on dental health in their area and 44% thought that CATCH could have an impact on this behaviour.

Halton are targeting dental health specifically with CATCH through additional resources from Childsmile NHS Scotland on top of NHS uk articles (videos etc.). This content has since been shared with other areas. Additionally, the team in Halton have asked for periodic notifications relating to dental health and registration with a dentist to be sent to the parent’s phone for more of an impact. Public Health data for 2018/19 is not yet available for this area.



Childhood Obesity



As obesity is linked to so many topics, it is difficult to estimate the true number of articles in CATCH that could have an impact. No professionals surveyed noticed an impact on childhood obesity in their area but 41% thought that CATCH could have an impact on this behaviour. The reason for no perceived impact could be that impact on childhood obesity is a longer term goal and is not be easily measurable over a shorter time span.

22.4% of children are overweight (including obesity) by reception age and 34.3% of children are overweight by year six. It is clear that more can be done to support the reduction of childhood obesity in line with ongoing government campaigns such as Change for Life.

There is lots of information in CATCH on topics surrounding healthy eating (including meal ideas) and active kids from NHS UK as well as First Steps Nutrition. There are links to Children's Centre timetables and other baby groups to support active play. Halton also specifically requested that local parks be added to CATCH to encourage outdoor play and this is being considered for other areas.



Summary

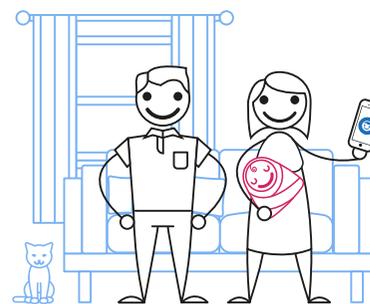
In identifying the ten impact domains, Damibu can work with each locality to adapt CATCH to support parents to carry out these behaviours. This may be through the addition of more information or support links, through adding tailored notifications or even by adding new features to CATCH.

More Information

This report was completed by Damibu on 26th July 2019. All information contained in this report is correct as of this date.

Public Health data (used to compare vaccination uptake across areas and to obtain data on childhood obesity) is publicly available and can be found at <https://fingertips.phe.org.uk>. Details of similar local authorities can be found at <https://www.gov.uk/government/publications/local-authority-interactive-tool-lait>.

Damibu is a digital health technology studio based in Liverpool. It works mainly with CCGs, NHS Trusts and other Public Sector bodies to develop simple innovative solutions to complex problems. More information can be found at www.damibu.com



To find out more about CATCH:

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