

In 2024/25 **61%** of women living in Gloucestershire were **breastfeeding** 6-8 weeks after birth which is significantly better when compared to England at 56%¹



Breastfeeding rates are lowest in Gloucester and the Forest of Dean, and among white British women².

In 2024/25, **92%** of **New Birth Visits** were completed within 14 days in Gloucestershire, which is significantly better when compared to 85% in England³



9.4% of reception children are living with **obesity** in Gloucestershire in 2024/25 which is significantly better compared with 10.5% in England⁴

In 2023/24, **17.4%** of children aged 5 had experience of visually obvious dental decay in Gloucestershire which is significantly better than compared to England (22.4%)⁵.



“ We wanted to say a huge thank you to all of you for the hard work and support you've given to us and A over the last two years to gather and prepare all the evidence for the EHCP, along with all the work to develop her communication and social interaction. It's a testament to what can be achieved as the council, the education system and the NHS all working together around a child to deliver a positive outcome and we are so very grateful to all of you.

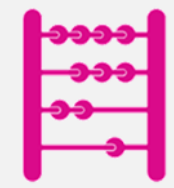
- *Early Years Service family*



In 2024/25 **68.6%** of children achieved a **good level of development** at the end of Reception which is similar to England (68.3%)⁶

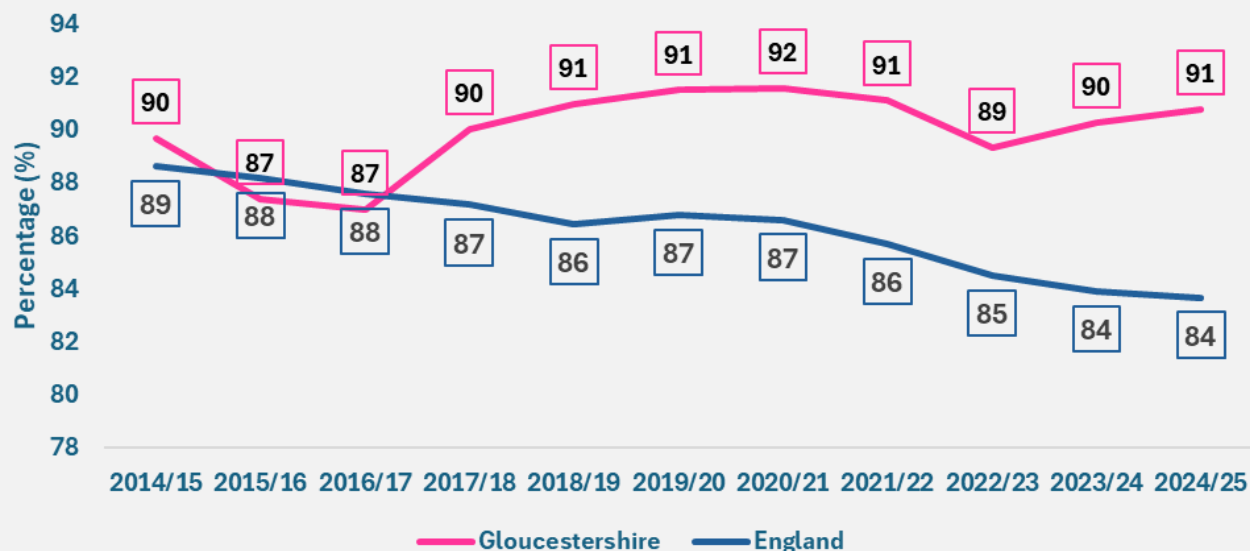


In 2024/25, **48.3%** of children who had **free school meals** status achieved a **good level of development** at the end of reception which is similar to the England rate (51.3%)⁷

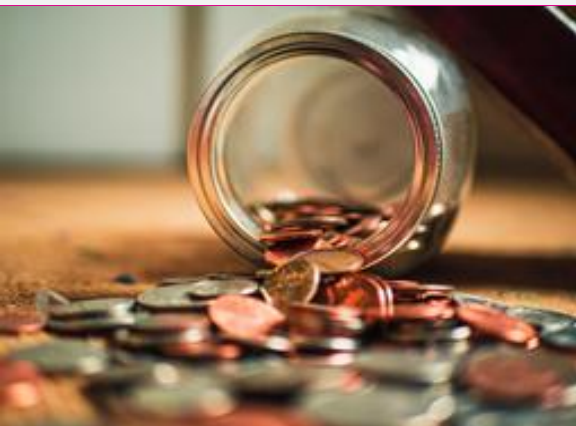


In 2024/25, **59.3% of black children** aged 5 achieved a **good level of development** compared to **70.3% of white children**. This gap of 11% is much greater than the national average of 6.8%⁸

% of 5 year olds that have had two doses of MMR vaccination, 2014/15 – 2024/25, in Gloucestershire compared to England⁹



The graph shows that over time Gloucestershire has achieved higher than the England rate for 8 consecutive years.



In 2024/25 **20.6%** of children aged 0-4 were living in families in **relative low income after housing costs** in Gloucestershire compared with **24.8%** in England¹⁰

In Gloucestershire **91%** of 5 year olds had two doses of **MMR Vaccination** compared with 84% in England in 2024/25⁹



In Gloucestershire **57 per 10,000 children** aged under 18 years were **in care** which was significantly better than England at 67 per 10,000¹¹



“ I have had Health Visitors with us since my daughter was born. They have been fantastic and so helpful and kind, all appointments have been on time and are fantastic. ”

– *Healthwatch*

What are we doing locally?

- Working with partners to tackle inequality for children under 5yrs through the Best Start in Life Programme
- Working with the Local Maternity & Neonatal System to review inequity in maternity and baby outcomes, examining the impact of ethnicity and deprivation
- Systematically identifying children with additional needs such as developmental delay to connect them with timely support from wider partners
- The Health Visiting service delivers early oral health interventions providing advice, information and resources to identify children at risk of dental decay, complemented by targeted supervised toothbrushing programmes in Early Years Settings in deprived areas to promote good oral hygiene habits.
- Moving towards a community distribution model for Healthy Start vitamins, encouraging Health Visitors, Midwives and Children and Family Centres to support registration and uptake

Areas of best practice and innovation

- Auto-enrolment of families eligible for free school meal (FSM) to ensure no eligible child misses out, alongside maximising Early Years Pupil Premium (EYPP)
- The Health Visiting team performs better than the England average against all six High Impact Areas

