



# Well Child Tamariki Ora (WCTO) Provider Update

February 2018

*From the WCTO Promotion Team at the Immunisation Advisory Centre*

## Well Child Week 26<sup>th</sup> February-4<sup>th</sup> March 2018

With the new year underway, Well Child Week (the Week) is almost upon us. If you hold an event to celebrate the Week, at the end of this newsletter we have included some tips for engaging with local media. Each year, the Week focuses on a different Well Child core check. This year the focus is core 7, the visit at age 2-3 years. In previous [newsletters](#), we have covered some aspects of this check, for example, the health and development assessments components of development (see Newsletters #1 & #2), growth (see Newsletters #6) and oral health (Newsletter #1).



### Early childhood education

Early childhood education (ECE) is also relevant for this age group of children. By around 3 years of age, most children in NZ participate in ECE. Types of services are varied, catering for different language and cultural environments, levels of parent involvement, and time commitments (from a few hours a week to full time, and from birth to 6 years of age). Types include home-based care, kindergarten, kohanga reo, Pacific language nests, Playcentre, and playgroups. There is evidence of returns of participating in **quality** ECE, in terms of educational achievement, health and social adjustment. Such benefits are greater for less advantaged children such as those from lower socioeconomic backgrounds. It remains a goal of the Ministry of Education for as many children as possible to participate in ECE.

#### *Subsidies to participate in ECE*

Between the ages of 3 and 5 years, children can participate in ECE for 20 hours a week for free (20 Hours ECE). Parents should check whether their child's ECE service offers this ECE subsidy. Any parent/caregiver can apply to receive the 20 Hours ECE subsidy for their child, regardless of income or whether they or their child is a NZ resident or citizen.

There is also a means-tested Childcare Subsidy for eligible families, managed by Work and Income, to help pay for childcare costs. For more information, go to the [Working for Families](#) website, or call 0800 559 009.



Information about both subsidies can be found on the [Ministry of Education](#) website.

### *Early intervention services*

The Ministry of Education Early Intervention Service is available to children with developmental delays or disabilities. With parents' agreement, you can contact your [local Ministry of Education office](#). Parents can also refer directly to the Service. The Service works in teams of specialists. These might include a speech-language therapist, psychologist, early intervention teacher, or an advisor on deaf children.

See the Ministry of Education website for more information about this [Service](#). There is also a dedicated [Parents](#) page for families wanting to learn more.

### *Reference documents*

Dalli CE, White J, Rockel J, et al. 2011. [Quality Early Childhood Education for Under-Two Year Olds: What should it look like? A literature review](#). Wellington: Ministry of Education.

Ministry of Health. 2013. [Well Child / Tamariki Ora Programme Practitioner Handbook: Supporting families and whānau to promote their child's health and development – Revised 2014](#). Wellington: Ministry of Health

Mitchell L, Wylie C, Carr M. 2008. [Outcomes of Early Childhood Education: Literature review](#). Wellington: Ministry of Education/New Zealand Council of Educational Research.

## **Early enrolment into the WCTO Programme and timeliness of visits**



Noting the slight drop in recent coverage rate for newborn infants, the additional ongoing focus for Well Child Week of early enrolment and timeliness of checks is relevant. Ensuring children are enrolled and get their full entitlements of visits at the intervals allocated, helps parents and health professionals check children are on the right developmental trajectory, and allows early detection of any issues.

In addition to enrolment with a WCTO Provider, to ensure the continuum of care, there is also an expectation of enrolment of newborns with a Community Oral Health

Service and with the linked NIR-GP/practice enrolment. Interim data from the most recent [Quality Improvement Framework Indicators](#) suggest nationally, newborn enrolment with a GP and enrolment in oral health services by age 4 years are tracking below the national target. There is considerable variation by region and ethnicity.

Facilitating this three-pronged enrolment of newborns is a particularly important role for Lead Maternity Carers, and is best achieved by a collaborative partnership between healthcare providers. For more information about the "Continuum of Care", "Enrolment with a primary health services provider", and "Transfer of care from lead maternity carer to Well Child/Tamariki Ora services" see these sections in the [Well Child Tamariki Ora Practitioner Handbook](#).

## **Presentations from last year's symposium**

A reminder that for those interested, pdfs of presentations from last year's Well Child Symposium can be found on the IMAC website, [have a look here](#).

## Well Child Week resources

To assist your promotion of Well Child Week, our latest resource available to you are balloons. These will be distributed via your local DHB resource centre and Auckland Plunket hubs. Note, there is ongoing availability of Well Child Journey cards and these are also available at your local resource centre for families new to the Programme.

## Upcoming events

- Well Child Week: 26th February-4th March
- National Children's Day: 4th March
- Playcentre Awareness Week: 4th-10th March
- World Oral Health Day: 20th March
- Good Friday: 30th March
- Easter Monday: 2nd April
- World Health Day: 7th April
- ANZAC Day: 25th April
- NZ Immunisation Week: 30th April-6th May
- International Day of Families: 15<sup>th</sup> May
- World Smoke Free Day: 31<sup>st</sup> May

Website address: [www.wellchild.org.nz](http://www.wellchild.org.nz)

Newsletter mail-out dates for 2018: 14th May, 13th August & 12th November



### Updating your contact information

You've received this newsletter because you're on our MailChimp list.

You can click on the 'update' link on the bottom of the email to change any details.

If you know other providers who do not receive our newsletter or updates, you can forward this link (<http://eepurl.com/KpORP>) to them to register.

## Top tips for engaging with media about Well Child Week 2018

*\*Note that if/how you engage with media may depend on your employing body's media policies. We suggest you check these and consult your employer before making media statements.*

### **Find your local media.**

This is a great opportunity for your organisation to promote the WCTO Programme. Contact your organisation's spokesperson or manager to ask what your role in this can be. To find your local newspaper(s) go to [www.localnewspapers.co.nz](http://www.localnewspapers.co.nz) or contact details for the editor are usually on the inside front page.

Most local radio stations also have details on their websites—to find your local radio station, start here: [www.nzradioguide.co.nz](http://www.nzradioguide.co.nz)

### **Find the right “angle”.**

Local media love a local angle, so enlist support of local politicians, community leaders or Well Child champions to speak with media. Make sure they understand the key messages of the programme.

### **Make initial contact with the media.**

You could be raising awareness of the WCTO Programme or your Well Child Week. It's best to phone about a week or two beforehand—this gives them plenty of time to organise the story and, if you are holding an event, to send a reporter/photographer to attend.

Once you've found the best person to speak to, briefly outline the key points that make your story interesting. When explaining your idea, find out what timing works for the media, and what further information they require. Try to get the journalist's email so you can send a follow-up media release directly.

### **Think visually.**

Pictures can be stronger than words. Think about a photo opportunity that will help the media tell your story—e.g., a child having their Well Child Check (get permission from the family beforehand).

### **Send a media release.**

Follow up your phone call with a media release at least a week before your event if you are holding one. A media release should be less than one page and contain an interesting title, details about the event, background on the issue, quotes from key people like clinical team leaders or family members (with their permission) and your contact details. Put the most important information in the first sentence or two using short, clear language throughout. Spell out any abbreviations you use e.g., Well Child Tamariki Ora (WCTO).

### **Appoint a spokesperson.**

The spokesperson will need to know the details of the event and the key messages about the WCTO Programme. Provide their contact details on the media release, with a phone number that will be answered by them. Here are a few things to remember when being interviewed:

- Have your key messages prepared and be able to express them clearly.
- Keep your answers brief and to the point. Try not to reel off lots of facts and figures; personal stories or experiences are more engaging to an audience.

### **Promote away on social media!**

Post a Well Child Week or event update and related photos/footage on social media to ensure the best possible reach to as many people as possible. Online media can be at least as effective as traditional media.

**Write a letter to the editor.**

Even if you aren't organising a Well Child Week event you could still write a letter to the editor of your local paper. Keep it under about 200 words and focus on a single issue. Tying your letter to a recent story/event is also a good way to get your letter published—if you do this, get in quick while the issue is still topical.

**And finally, don't give up!**

Don't be discouraged if your story isn't published. Not everyone will successfully attract media attention. The more letters, articles and media releases you write to your local media, the more likely your story will get published or broadcast.

**Sample media release** Check out our media tips and insert some local content for more interest (e.g., quotes from local champion, WCTO clinical leader).

[Date here]

[Snappy title here]

Well Child Week, from Feb 26th—March 4th, 2018 promotes the Well Child Tamariki Ora (WCTO) Programme. The programme covers everything from health and development assessments, whānau care and support, and health education, and it's free for all children, birth to age 5.

There are different service providers to choose from, including Plunket, local Māori or Pacific providers, midwives, nurses, health workers (e.g., Kaiāwhina) and some family doctors.

The programme is based on a set of scheduled visits within certain age bands. For example, one of the visits is at age 2-3 years. Oral health is one of the focus areas for this age. Well Child providers can assess the gums and teeth and help whānau/families enrol baby with the local oral health provider (if they're not already enrolled).

We encourage whānau/families to enrol baby at birth and get all their checks, to give them the best start in life! Midwives and family doctors can help people choose a provider that's right for them.

Further details can be found at [www.wellchild.org.nz](http://www.wellchild.org.nz)