

Well Child Tamariki Ora (WCTO) Newsletter

February 2017

The WCTO Promotion Team at the Immunisation Advisory Centre wishes you a very happy 2017!

First on the agenda is Well Child Week, which is just around the corner...

Well Child Week 27th February—4th March 2017

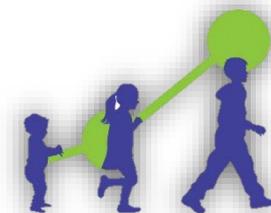
The purpose of Well Child Week is to promote the Well Child schedule of visits. Leading on from last year's focus on the 9-12 month visit, the specific focus of this year's Well Child Week is the 15-18 month visit.

Emerging social skills, attending toddler/mother and baby groups, getting ready for preschool along with the 15-month immunisation event are all aspects of the 15-18 month visit worth highlighting.

Big ticket items at this visit are development and the PEDS Developmental Assessment (see Newsletters #1 & #2)¹, oral health (see Newsletter #1)¹ and growth.

Growth

As you know, it is essential that weight, length and head circumference at birth, and weight and height through the early years are plotted as accurately as possible. These measurements represent meaningful data that may be needed in a child's further assessment. The purpose of monitoring these measurements is to:



- reassure parents through growth surveillance and clinical assessment that their child is growing normally and, if necessary, ensure any concerns are referred appropriately and addressed in a timely way;
- detect inadequate nutrition, physical, emotional or growth disorders;
- protect, promote and support breastfeeding;
- monitor changes in the height, weight and body mass index (BMI) centile of New Zealand children as a population group;
- inform public health policy and planning; and
- monitor the effectiveness of a population-level intervention to reduce obesity in children.

Almost one third of NZ children are either overweight or obese. Addressing this issue is a government priority.² Early identification, referral and intervention where appropriate is key.

Height and weight trends



Health professionals use serial measurements of both height and weight in order to monitor a child's growth. This is done by plotting serial measurements on the NZ-WHO Growth Charts 0-5 Years,³ growth

¹ To access previous newsletters, go to www.wellchild.org.nz and click on 'Check out our latest newsletters' in the bottom right corner

² www.health.govt.nz/publication/weight-management-2-5-year-olds

³ See www.health.govt.nz/our-work/life-stages/child-health/well-child-tamariki-ora-services/growth-charts

standards based on WHO data, with the assumption that children continue to grow along centiles. When a child crosses the centiles, this provides an alert that a fuller assessment may be required.

Guidance on carrying out growth measurements, resources and referral guidelines can be found in the [WCTO Programme Practitioner Handbook](#) (pages 54-65).

Early enrolment and timeliness of visits

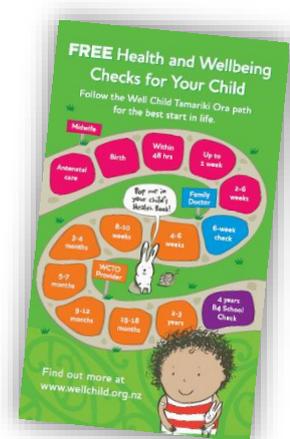
An ongoing focus of this year's Well Child Week is early enrolment and timeliness. Ensuring children are enrolled and get their full set of visits at the intervals allocated, helps parents and health professionals check children are on the right development trajectory, and allows early detection of any issues.

WCTO Resources

During the week you receive this newsletter, all DHB Resource Centres and Plunket Hubs should receive their reprinted Journey Cards for distribution. You may recall that calendars were distributed late last year to Resources Centres nationwide and a new resource will be developed for distribution in September.

As always we will circulate a brief survey after Well Child Week for feedback on the week and resources to date.

Like last year, we've included below a media guide to help engage with local media and spread the Well Child messages. We've also included a draft media release to adapt for your own use.



Where appropriate, we encourage you to think about planning an event to take place that week to promote the WCTO programme.

*If you **are** planning an event, we'd love to hear about it, and might even showcase it in an upcoming edition! (email Donna on d.watson@auckland.ac.nz)*

Upcoming events & notable dates

- Well Child Week: 27th February—4th March 2017
- National Children's Day—5th March 2017 (www.childrensday.org.nz)
- Immunisation Week: 1st—7th May 2017

Newsletter mail-out dates for 2017: 8th May, 7th August and 6th 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 midwives or Well Child providers who do not receive our newsletter or updates, you can forward this link (<http://eepurl.com/Kp0RP>) to them to register.

Top tips for engaging with media about Well Child Week 2017

**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 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

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 baby 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 27th—March 4th, 2017 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 15-18 months. 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

Key messages for promotion of the Well Child Tamariki Ora Programme:

1. Enrol your baby at birth to get all their free Well Child Tamariki Ora checks

Your midwife or family doctor can help you choose a Well Child service provider that's right for you and your family. Early enrolment gives your child the best follow up care after your midwife's visits finish. Making sure your child gets every Well Child check gives them the best start in life.

2. The Well Child Tamariki Ora programme is free for all children, from birth to age 5.

Every child in New Zealand is entitled to a free series of visits with a Well Child health provider, which cover everything from health and development assessments to whānau care and support, and health education.

3. The Well Child Tamariki Ora programme is a free, universal package of care to support you to protect and improve your child's health.

"Universal" means it is for all children, from birth to age 5. The programme is based on a set of scheduled visits within certain age bands. Your Well Child Tamariki Ora Health Book shows you when the health visits are and what they cover. It also has tips for keeping your child healthy and safe. Well Child providers can make referrals to other services and specialists if your child needs them.

4. There's a free Well Child Tamariki Ora service to suit you and your whānau.

There are different service providers you can choose from, including Plunket and local Māori or Pacific providers. Your midwife or family doctor can help you choose. Well Child health visits are carried out by health professionals including midwives, nurses, health workers (such as Kaiāwhina) and some GPs. Other people such as vision and hearing technicians and oral health providers can also undertake some parts of the Well Child service.

5. Is your child getting all their free Well Child Tamariki Ora health visits?

Every child gets a set of free health checks from birth to age 5. These help your kids get the best start in life. Each visit builds a more complete picture of your child's health and development. This gives you the opportunity to know your child is developing well as they grow. Skipping any visits could mean something important is missed.