

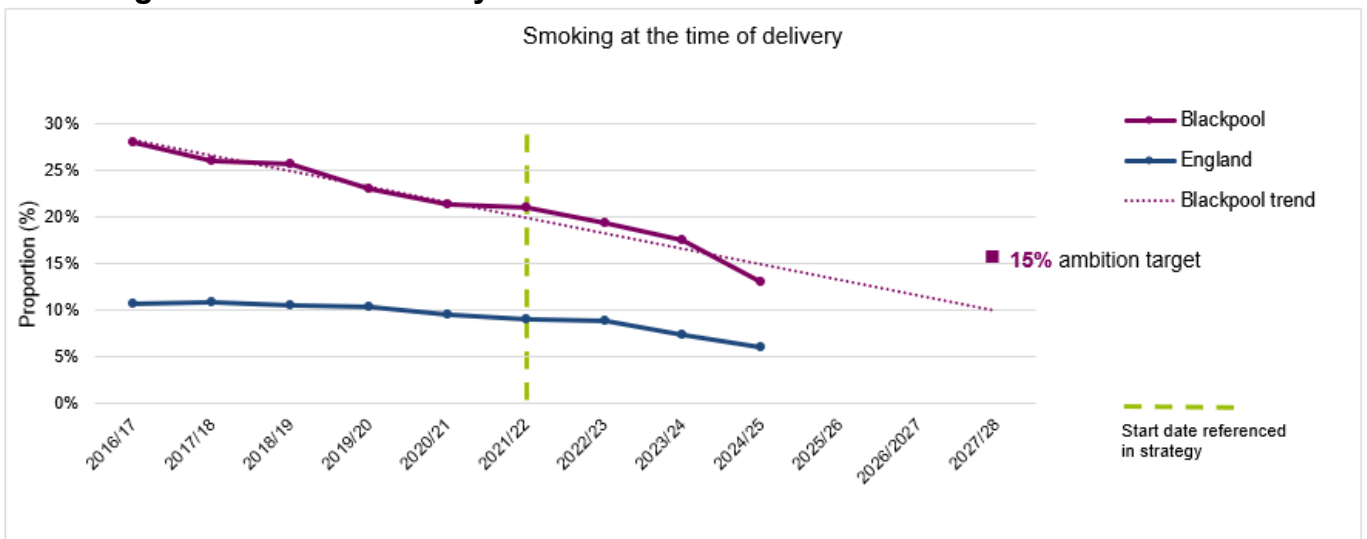
Priority one – starting well

Proportion of women setting a quit date achieving a 4-week smoking quit (maternity services) in Blackpool



Helping women stop smoking during pregnancy will lessen the risk of complications in pregnancy and birth, reduce the risk of premature birth, stillbirth, and sudden infant death syndrome, as well as ensuring babies have a healthy start to life. This metric cannot be updated at present but the target may not be met.ⁱ

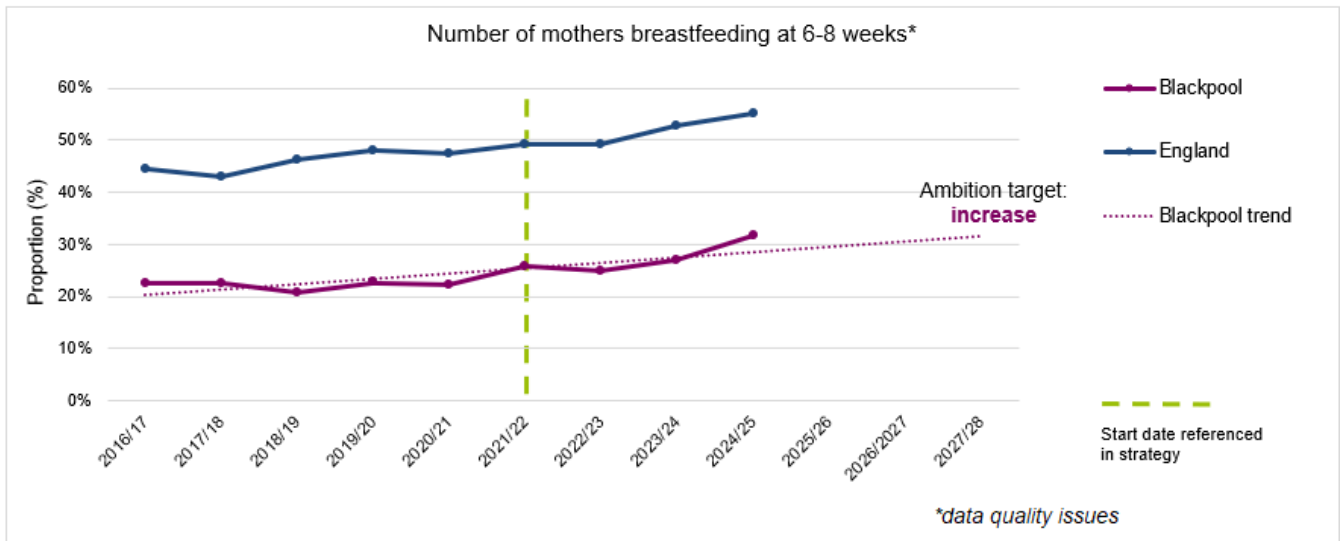
Smoking at the time of delivery



Blackpool has the second highest proportion of women smoking at the time of delivery in England (as of 2024/25). This target has been chosen due to the risks identified above.

Supporting pregnant women can help them stop smoking for good, meaning more health benefits for the mother. The target has been set at 15% and it appears this will be achieved on the current trend.

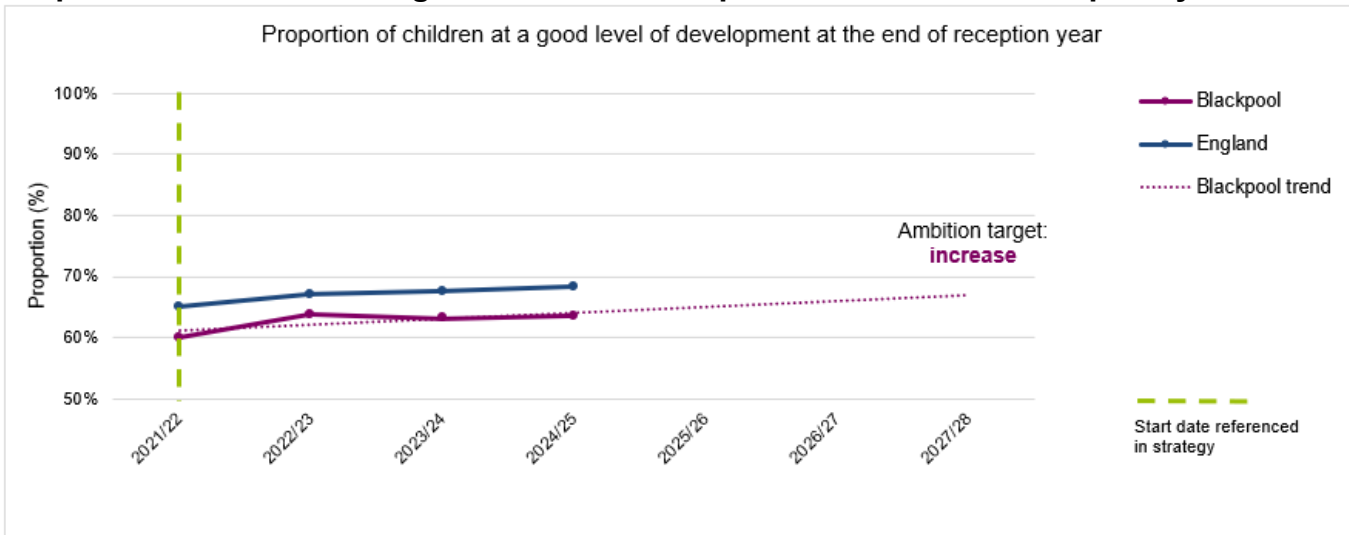
Number of mothers breastfeeding at 6 – 8 weeks*



*The data for 2024/25 are provisional and values have been calculated in-house

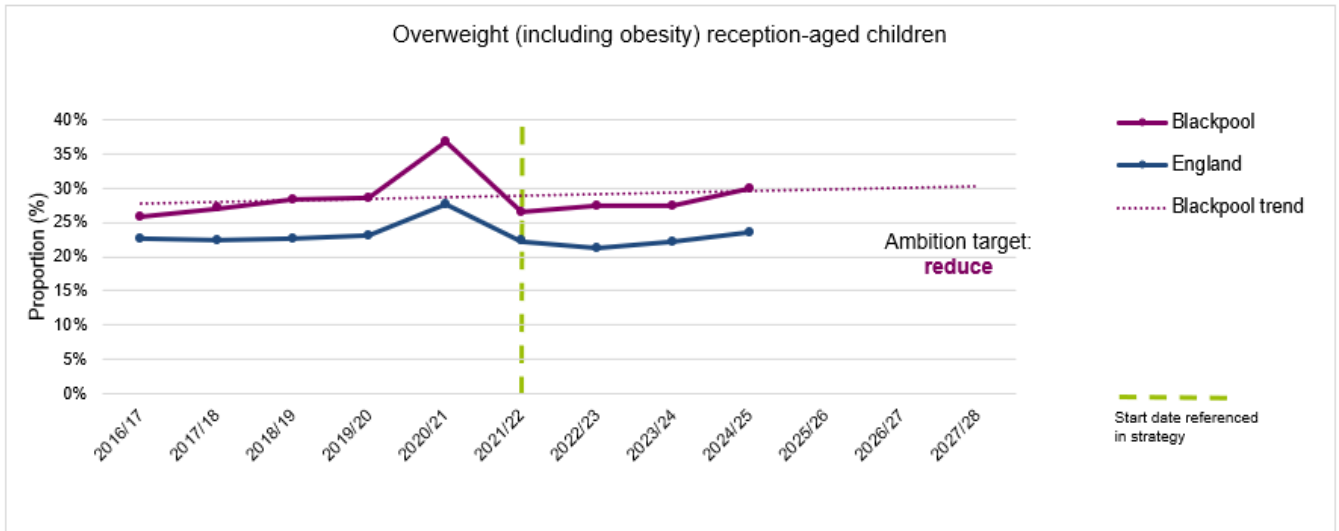
Prioritising breastfeeding support has a big impact on public health, with benefits for both the baby and mother. Babies are less likely to experience gastrointestinal and respiratory infections, while mothers have a reduced risk of breast and ovarian cancer. Observational studies have also shown that breastfeeding is associated with lower levels of child obesity. Rates remain similar in Blackpool, with the target set for ‘increase’ and may be met.ⁱⁱ

Proportion of children at a good level of development at the end of reception year



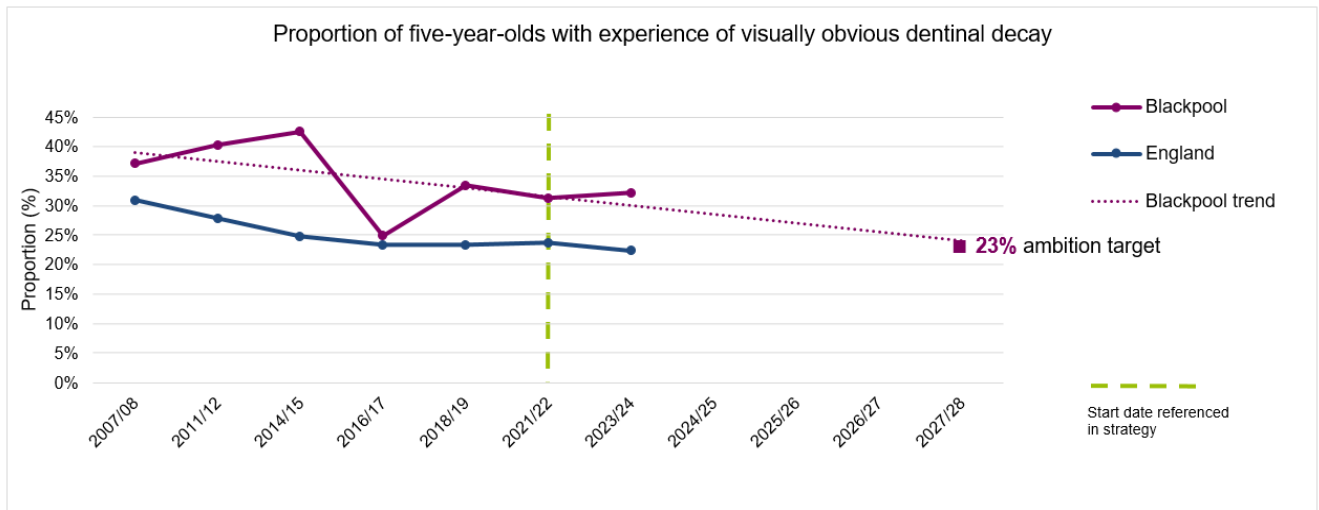
Children’s education and development is key for a successful life. Learning ensures that children develop the knowledge, understanding, skills, capabilities, and attributes that they need for mental, emotional, social, and physical wellbeing, now and in the future. This target has been set to see an ‘increase’ and based on the four data points provided, this may be met.

Proportion of reception children who are overweight (including obese)



There is concern about the rise of childhood obesity and its implications. The risk of obesity in adulthood and of future obesity-related ill health is greater as children get older. Children who are overweight or obese are likely to become overweight or obese adults. It can also lead to a range of health issues and psychological problems, including social isolation, low self-esteem, and bullying. The target has been set to reduce although trend analysis shows rates may actually increase slightly – this is also true of the national picture.

Proportion of five-year-olds with experience of visually obvious dental decay



Oral health is an integral part of overall health. Dental decay can lead to issues with eating, sleeping, communicating, and socialising. It is the most common cause of hospital admissions in children between the ages of 5 and 9 years. Improving oral health is a national priority and is linked to the Best Start in Life policy. This target has been selected as Blackpool is responsible for the commissioning of community interventions to improve dental/oral health. The target has been set to 23% and is likely to be met.

Milestones – priority 1

Priority 1 – Starting Well	Completed Y/N?
Provide access to infant feeding advice through the Family Hub and Start for Life programme.	Y (Mar-25)
Achieve the Breast Feeding Baby Friendly Status – as of Sept-25 this is ongoing.	Progressing
Provide an incentive scheme within maternity services to provide the best opportunities to quit smoking and introduce Baby Clear.	Y (Mar-25)
Conduct research with the Health Determinants Research Collaboration around smoking behaviour to support young women and pregnant women to give up smoking.	Y (Mar-25)
Work towards a Smokefree Blackpool (refresh of park signage, working with family-focused environments/businesses, offer of support to workplaces re: policy and procedure).	Y (Feb-25)
Complete the review of the three-year health visitor check to inform future commissioning of the service.	Y (Mar-25)
Monitor the Ages and Stages questionnaire, and the Social-Emotional questionnaire to determine the best areas to target to improve outcomes – progressing, but not yet complete as of May-26	Progressing
Commission a dental epidemiology survey of all five-year-olds to focus on take-up of supervised tooth brushing, and fluoridated milk in the worst areas for dental decay. Marked as ‘complete’ as of May-26 as ongoing monitoring of supervised toothbrushing is underway with Better Start	Y (May-26)
Develop workforce knowledge of early child development, significance of early experience and its impact on lifelong health, by increasing the number achieving the Brain Certification online course. Marked as ‘complete’ although this is an ongoing process, with more encouraged to partake.	Y (Mar-25)

Date profile last updated: 22/05/26

Date last presented to HWB: October 2025

ⁱ Blackpool Council is no longer the commissioner of this service. Data are collected and returned by the ICB who are responsible for maternity SS services.

ⁱⁱ There are different denominators used for this indicator: OHID has used the count of all babies due a 6-8 week check, Blackpool local data denominator is the count of responses recorded from the health visitor check (so will exclude those who did not have a check or there is no response). This has led to data quality issues and figures should be treated with caution.