

Principal's Newsletter 17th January 2025

Dear Parents and Carers,

Come and join us in School

Next week we welcome parents/carers into school:



Come and See My Writing – you are welcome to join your child/ren on Tuesday 21st January at 8.40am to see their wonderful writing so far this year.

Our Annual Choral Speaking Competition – please join us to watch every class perform their poem to the whole school. Winners will be chosen to enter the Oldham Choral Speaking Event. This will be held on Thursday 23rd January at 9am in the hall.

Please enter the school via our main entrance where you will be signed in.

We look forward to seeing you in school.

Let's get reading - BOOM Reader



"If you are going to get anywhere in life you have to read a lot of books." - Roald Dahl




Well done to all the children and families who have logged onto Boom reader. We are pleased to announce the most home reading logs recorded on Boom reader this week.

Position	Name	Reads at home
First Place	Alyssa Islam Class 1	17 parent reads
Second Place	Aleena Ahmed Class 8	13 parent reads
Third Place	Zara Yasin Class 11 Amad Aber Class 9	9 parent reads

Spelling Shed Winners



Top Spelling Shed Pupils

#	Avatar	Pupil	Groups	Score
1.		Raja AHMED	Class 11 24/25, Year 6 - Group 1b Miss Nolan	38,280,321
2.		Fatimah NAZIR	Class 5 24/25, Mr Ahmed	24,200,092
3.		Aleena Ahmed	Class 8 24/25, Mrs Yasar Stage 5	7,271,728



TT Rockstars – CELEBRATIONS!

The most accurate Class	Class 11
The most active Class	Class 4
The most improved speed	Suhaan Ali Class 9
The most active player	Aizah Younis Class 7

Word Aware

This week's word is 'banish.'

Please encourage your child to use this word when out and about.



Attendance

Well done to the below classes for achieving 95% or above last week.
1, 3, and 6.

Last week the snow affected our attendance alongside all schools in the borough.



Class 6 received their waffle treat as they had the highest attendance in school .

Infant Feeding and Oral Health

Please find attached the Infant Feeding and Oral Health newsletter January 2025 to keep you updated on local information and initiatives.

We hope you will find the information helpful.

Get the latest news, books, magazines and audiobooks for free

Oldham residents can get all the above delivered free to their device through Oldham Libraries.

Simply download the Borrowbox app for Apple or Android, select Oldham Libraries from the list and enter your library card number and PIN.

It's free to join and you don't need to bring any ID.

If you need a library card, just pop into your nearest library or get a temporary card number by clicking here.

<https://hla.oldham.gov.uk/libraries/join-online/>



Infant Feeding and Oral Health Newsletter from Oldham Integrated Children & Family Service

January 2025

Contents

Infant feeding and healthy weight

- Home-Start
- Baby Bistros
- Better Health Start for Life
- UNICEF breastfeeding FREE training for GP's
- ANYA App
- National Breastfeeding helpline
- Fact of the quarter
- Websites and links
- NHS Healthy Start - uptake / eligibility / vitamins / new update service / using the card



Oral Health

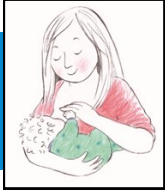
- Improving oral health in children report
- Infant and childcare trends in 2024
- Junk food ad ban legislation progresses to curb childhood obesity
- FSA guidance reminder: Slush ice drinks
- High free sugars in kids flavoured yoghurts
- Better Health Start for Life - Top Tips for Teeth resources
- Big Brush Month 2024 - social media performance
- Dental access
- Websites and links



Contact details:

Joanne Mayall, Infant Feeding Specialist
e: jo.mayall@nca.nhs.uk

Michelle Clegg, Oral Health Lead
e: Michelle.Clegg@nca.nhs.uk



Infant feeding and healthy weight

Home-Start



Home-Start's Volunteer Peer Support course is over the halfway point.

Trainee volunteers are now shadowing our peer supporters at Baby Bistros across Oldham to see how the parents that attend are welcomed and supported.

The Baby Bistro at Failsworth Town Hall is now running alongside the Baby Weigh Clinic.

Mums & babies at our Stanley Road Family Hub Baby Bistro enjoyed some Halloween crafts with our peer supporters Forida and Jo



Forida continues to offer our Urdu & Bengali antenatal workshops at the hub twice a month. Professionals or parents can book using the following link:

<https://forms.office.com/e/fuSB5RLk5w>

The multi-agency evening antenatal offer '**Bump, Birth & Beyond**' will be piloted in November and December at the Honeywell Community Centre. Home-Start will be delivering the 2nd week of the offer which will look at infant feeding. Week 1 will be provided by the Early Attachment team, Week 3 Midwifery & Dad Matters & Week, 4 Health Visiting. **Parents can book their places via their midwifery team.**

Ante-natal Support

Home-Start HOST are now offering monthly antenatal infant feeding workshops delivered in Bengali and Urdu. These workshops can be booked using the following link: <https://forms.office.com/e/fuSB5RLk5w>

The workshops mirror the universal Breastfeeding Basics Zoom offer, which runs one Tuesday evening and one Sunday morning each month. The Zoom workshop can be booked using the following link:

<https://www.ticketsource.co.uk/home-start-host>

Any parents who would prefer a 1-2-1 antenatal visit in their own home or a telephone call, can request this using the following link:

<https://forms.office.com/e/gAbSetcUaX>

Home-Start offer 1-2-1s in English, Bengali, Urdu & Gujarati.

Baby Bistros

HOME-START INFANT FEEDING SUPPORT GROUPS IN OLDHAM

IN PARTNERSHIP WITH
OLDHAM HEALTH VISITORS


**HOME
START**
HOST



MONDAY

Shaw Baby Bistro 9.30 AM - 11.30 AM
Shaw Family Hub
High Street Shaw OL2 8RF

TUESDAY

Failsworth Baby Bistro
1 PM - 2.30 PM
Failsworth Town Hall
Failsworth Library
(In The White Kirk Room)
Oldham Rd Failsworth
M35 0FJ

WEDNESDAY

Beever Baby Bistro
9.30 AM - 11.30 PM
Beever Family Hub (In the grounds of Beever Primary
School) Moorby Street Oldham OL1 3QU

THURSDAY

Baby Bistro Stanley Rd
9.30 AM - 11.30 AM
Stanley Road Family Hub Stanley Road CP School
Derby Street Oldham
OL9 7HX

FRIDAY

Greenfield Group
9.30 AM - 11.30 AM
Greenfield Satellite Centre
Wellington Road Greenfield OL3 7AQ

Home-Start Infant Feeding
Peer Support Team also
offer antenatal workshops.
When your baby has arrived
we can provide support &
information around all your
feeding choices by
telephone
& at home visits
For more information
please call or text
07802883947

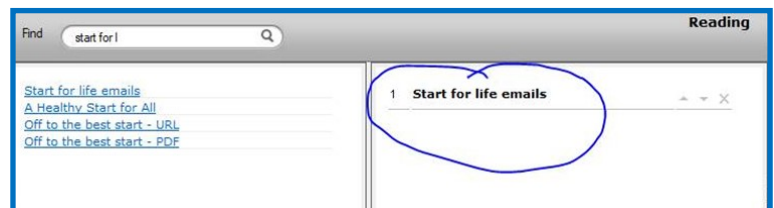
Better Health Start for Life



Please signpost families to the - [Start for Life emails](#) where families can sign up and receive emails giving NHS advice and support, tailored to the stage of a mother's pregnancy or baby's age.

The personalised emails have been created to support mums, parents and carers throughout pregnancy and parenthood.

The link has been added to Badgernet in the leaflet section.



UNICEF breastfeeding FREE training for GP's



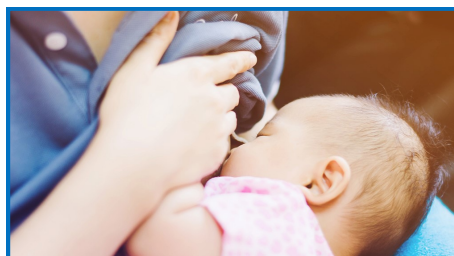
Family Hub funding has been provided to offer UNICEF Baby Friendly breastfeeding e-learning training for up to 40 GP's and to date this has been taken up by **21 GP's**.

The course is split into modules, allowing learners to pause and resume where they left off, providing CPD points for the GP.

Following completion, GPs should know:

- How breastfeeding works
- How to treat common breast conditions (e.g. mastitis, thrush)
- How to access a reliable reference source for prescribing drugs for breastfeeding mothers
- How to refer mothers to the most appropriate professional for breastfeeding help and support (particularly when a baby is failing to thrive).

For further details and access to the training
please contact jo.mayall@nca.nhs.uk



ANYA App



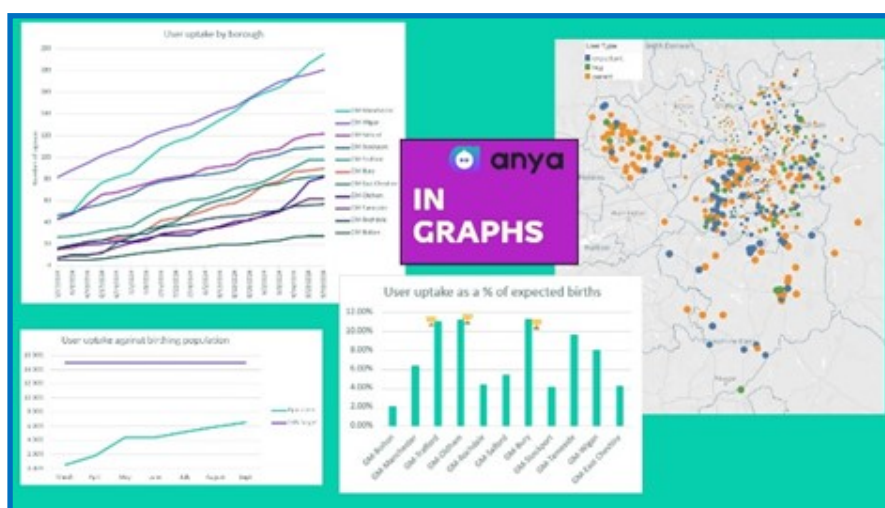
The app is a 24/7 pregnancy, parenting and infant feeding support app which provides interactive Latch Aid 3D breastfeeding information. The animations show parents how to hold their baby for feeds, identify hunger cues, and how to understand how the tongue moves during a feed.

Families can scan the QR code for additional information.

Thanks to the teams who have arranged a quick overview of the Anya App, you can still contact Emilie for an update by emailing emilie@anya.health

The information below shows Oldham families have increased their activity on the app: Take a look at the video - [Watch the video!](#)

Please can everyone ask families to download the [Anya app](#)



As one of the leading boroughs in terms of the diversity of Anya users, we wanted to showcase the work that has been done in Oldham to date to implement the Anya app. We have prepared a short form case study which we would like to publish as a blog post on our website, and of course if available for you to signpost to as well, to showcase your teams' dedication and success in reaching the traditionally 'hardly reached' groups.

National Breastfeeding helpline

The national breastfeeding helpline number is available from **9:30am – 9:30pm** and then the NBH @Night helpline service will be on from **9:30pm – 9:30am** using the same National Breastfeeding Helpline number - **0300 100 0212**.

Fact of the quarter

Leptin - allows breastfeeding infants to know when they are full

One of the hormones taken in with breast milk by a breastfed baby is called leptin. This hormone is involved in the regulation of appetite, informing the brain about the body's energy resources. Having the correct mechanisms related to the action of leptin is a factor reducing the risk of obesity (NICE 2022).

Websites and links

Services that provide information

[Assessment](#) | [Diagnosis](#) | [Cow's milk allergy in children](#) | [CKS](#) | [NICE](#)

[Breastfeeding & Baby Welcome](#) | [Home-Start HOST](#) - this is the link for the Baby Welcome Scheme which is managed and updated by Home Start.

[Breastfeeding Network Drugs in Breastmilk Service](#)



Websites and links

[Breastfeeding and infant feeding](#) | [Birth to 5 Years](#) | [Oldham Council](#)

[Essential Parent](#)

[Family Hubs](#)

[First Steps Nutrition](#)

[Healthy Start](#)

[Infant and toddler forum](#)



UNICEF Baby Friendly links

[Foreign language resources](#)

[Leaflets in Braille](#)

[Hand expression](#)

[Positioning and attachment](#)

NHS Healthy Start



November 2024 - Healthy Start uptake 2,591 Oldham people are on the digital scheme

Correction notice – eligibility and uptake statistics (August 2024)

NHSBSA has issued a correction notice on the eligibility and uptake statistics for the period from January 2023. They have identified an issue with the source data that is used to calculate uptake of the scheme. Due to this, they made the decision to remove the columns for the number of people eligible for the scheme and the uptake percentage from January 2023 onwards. They state that the issue has not prevented anyone from joining the scheme or continuing to access the scheme if they were eligible.

Eligibility criteria and checker

Anyone who is pregnant or families with children under 4 in receipt of qualifying benefits may be entitled to get help to buy some basic foods and milk.

£4.25 each week of their pregnancy (from the 10th week of pregnancy)
£8.50 each week for children from birth to 1 year old
£4.25 each week for children between 1 and 4 years old

The payments will stop on the child's 4th birthday or if they no longer receive the qualifying benefits. **They can also get free Healthy Start vitamins.**

Healthy Start vitamins are available to:

- those who are more than 10 weeks pregnant and have a child under one year old
- children under the age of four.

Remind families that have a Healthy Start card they can use it to collect **FREE** vitamins from a Family Hub / Children's Centre, also from Oldham and Chadderton libraries.

Collecting Healthy Start vitamins England and Wales

No payment is taken from the card and no information is recorded relating to the person's prepaid card such as the card number or 'CVV' number.

Healthy Start vitamins can also be purchased:

- **children's drops** **£2.00**
- **ladies tablets** **£1.00**



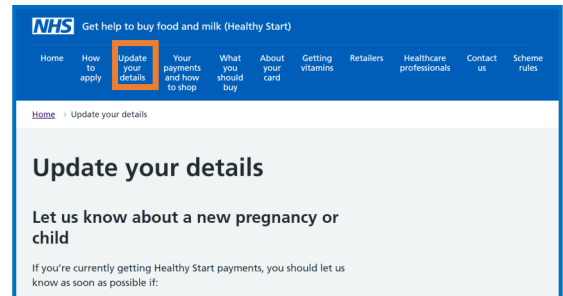
NHS Healthy Start



New 'update your details' self-serve function

A new self-serve function was added to the Healthy Start website in October to help people update certain details online without needing to call or email.

The 'update your details' page allows people on the digital scheme to notify about a **new pregnancy, or add a baby or child under the age of four to their claim**. People need to have an up to date mobile number listed on their claim to be able to use the new function, as this is used for verification.



People still need to call or email if anything else has changed, such as a change of address.

Using the Healthy Start card

The card can be used for healthy food and milk in most retail stores that sells the eligible food and milk items and accepts Mastercard® payments.

The card can also be used at:

Bread and Butter Thing food services by eligible pregnant women and families with children under the age of four. Using their Healthy Start £4.25 weekly allowance they'll be able to buy £35 worth of food including a great mix of fresh fruit and veg by paying just £4.25.

Hub name	Address	Postcode	Full Name of Venue	Hub Day	Service
DL1	Barker Street Community Centre, Eden Street, Oldham,	OL1 2XA	Oldham Community Centre	Thursday	13.30 - 14.00
Holls	ROC and Rols, Holls Village, Oldham	OL4 5PZ	Holl's Roc and Roll Cafe	Friday	13.30 - 14.00
Neon	Holt street, Oldham	OL4 2DD	Neon Community Centre	Saturday	14.00 - 14.30
Sholwer	Sholwer Lane, Moorside, Oldham	OL1 4NT	Sholwer Community Centre	Thursday	13.30 - 14.00
Walkhaw	Walkhaw Street Community Centre, Oldham	OL1 3UP	Walkhaw Community Centre	Monday	13.30 - 14.00
Bethesda Church	Bethesda Church, Dagford Road, Royton	OL2 6UA	Bethesda Church	Wednesday	13.30 - 14.00

Greater Manchester Food Clubs - Family Action has launched **Food On Our Doorstep (FOOD) clubs** to provide good-quality food at a low cost, while also reducing food waste. It costs just £1 a year for a family to become a member. Once joined, can purchase a bag of tasty food items every week worth approximately £15 for just £4! To become a member you must live or work within approximately 15 minutes of a club.



- **Fitton Hill FOOD Club**, Fitton Hill Community Hub (next to the Brew), Salvation Army, Fir Tree Avenue, Oldham, OL8 2QN – Wednesdays 10.30am – 12.30pm
 - **Hollinwood FOOD Club**, St Chad's Centre, Lime Green Parade OL8 3HH – Thursdays 11am-1pm
- For further information, please email gtrmanchesterfoodclubs@family-action.org.uk

Alternatively, visit our [Facebook page](#)



Oral Health



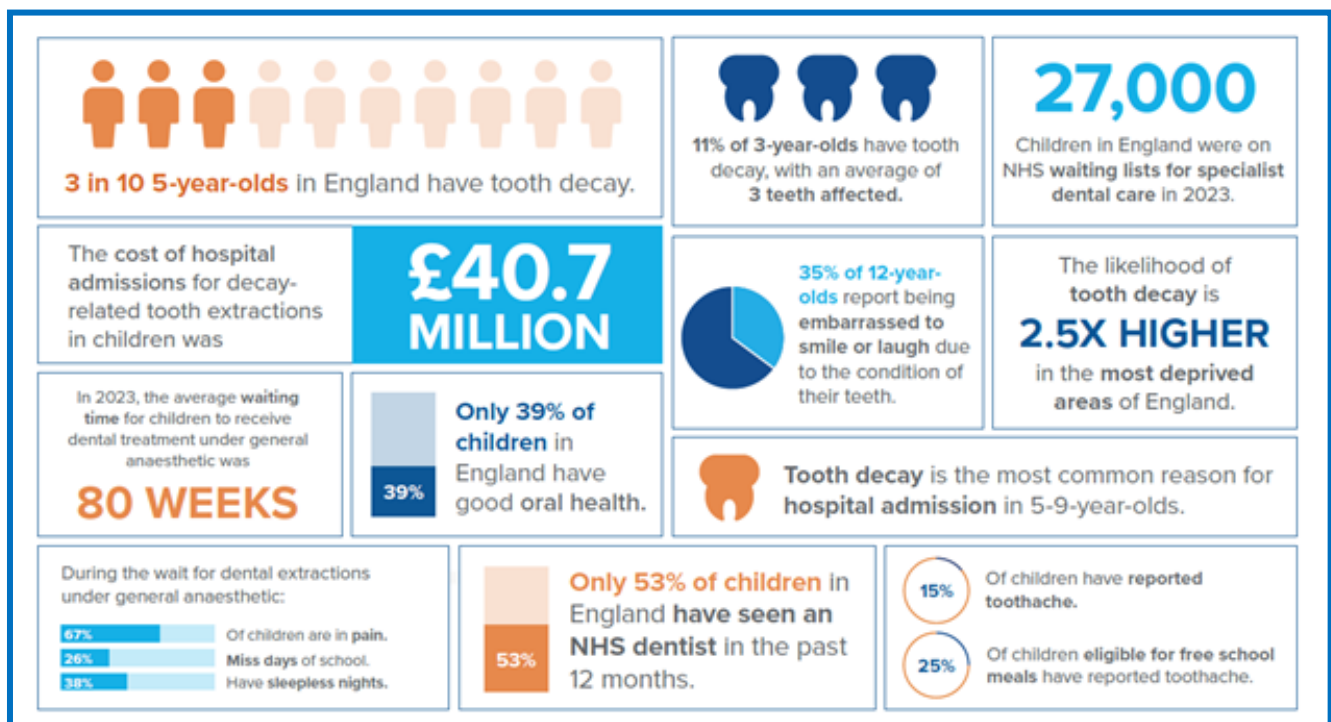
Improving oral health in children report

New [An evidence-based plan for improving children's oral health with and through educational settings](#) (collaborative programme of work between Child of the North and the Centre for Young Lives) makes a series of proposals to tackle the children's oral health crisis in England which is seeing millions of children suffering from tooth decay.

The report calls on the new Government to develop a national child oral health strategy and makes recommendations to reduce sugar consumption among children, optimise fluoride exposure, and increase access to dental care.

It reveals the substantial and wide-ranging extent of tooth decay affecting millions of children and young people in England, and its impact on their quality of life. Untreated disease can cause toothache, sleepless nights, and altered eating habits, and may also impact negatively on the development of speech and language. Poor oral health can lower confidence and affected children may be less likely to reach their developmental potential. There is also evidence to suggest that even when accounting for the different levels of tooth decay, the burden of tooth decay on the lives of children living in deprived areas is more severe.

Key insights from the report



Infant and childcare trends in 2024

The Grocer recently published its [report on infant and childcare trends in 2024](#), ([First Steps Nutrition newsletter](#)) highlighting a notable shift in the baby food category. Between May 2023 and May 2024, baby food sales saw a **2.6% increase in volume**, to **142.6 million packs**, and a **9.7% rise in value to £192.2 million**. In contrast, the broader infant care sector, encompassing nappies and toiletries, experienced a 2.1% decline in volume sales.

Despite the overall growth in baby food, not all subcategories performed equally. Baby finger food enjoyed an 8.6% increase in value, reaching £159.4 million by May 2024. However, baby milk, including infant formula, follow-on formula, and toddler milks, saw a 1.2% decline in value, dropping to £315.9 million. **Baby drinks faced a significant drop, shrinking by 81%.**

Brand performance varied significantly as well. Among the ten baby food brands evaluated, only four—Little Freddie, Nestlé, Piccolo, and Kiddylicious—reported growth in volume sales. Popular brands like Ella’s Kitchen Organic, Organix, and Cow & Gate saw declines of up to 50.8%. The Grocer attributes this trend partly to rising consumer concerns about infant and child health, driving demand for brands that position themselves as healthy or as viable alternatives to home-cooked meals. This shift is expected to lead to more health-related claims in product marketing as reflected in upcoming product launches, including Little Freddie’s omega-3 pouches, marketed as “supporting brain development,” and Organix Multigrain Quackers, marketed as wholegrain with no artificial colours or flavours.

When supporting families navigating feeding options for infants and young children, it is crucial to note the absence of specific nutrition composition, marketing, or labelling regulations for baby and toddler food products, labelled with ages <36 months. This means that, despite being marketed as such, many products poorly reflect public health recommendations for infant and young child feeding ([Public Health England](#), 2019). [Research](#) indicates that many products are misleadingly marketed, with 41% of items labelled as healthy actually being unhealthy.

First Steps Nutrition Trust continues to push for government to implement mandatory standards to improve the nutrition composition and marketing of commercial baby and toddler foods and drinks. These should be aligned with the [WHO Europe's Nutrient and Promotion Profile Model](#) and UK public health recommendations, ensuring that any marketing, labelling, or packaging avoids health and nutrition claims that can mislead families.

First Steps Nutrition Trust have a range of [resources to support eating well in the early years](#) which provide guidance for feeding infants, and ideas for simple, cost-effective nutritious meals, packed lunches and snacks for children over 12 months of age.

Junk food ad ban legislation progresses to curb childhood obesity

[Junk food ad ban legislation progresses to curb childhood obesity - GOV.UK](#)

Starting October 2025, new regulations will prohibit advertisements for less healthy food from airing on television before 9pm or targeting children online. This important step aims to safeguard children's wellbeing and marks a pivotal move toward eliminating the promotion of less healthy foods altogether.



The restrictions will apply to foods high in sugar, salt, and calories that contribute most to children's excessive intake, such as biscuits, crisps, chocolate, and pizza. These products are defined under the Nutrient Profiling Model and specific food categories linked to childhood obesity and poor diets. Small and medium-sized businesses, as well as companies' own media platforms (e.g., websites and social media channels), will be exempt from these rules.

FSA guidance reminder: Slush ice drinks

The FSA has issued a reminder of age limits on the sale of slush ice drinks: slush ice drinks containing glycerol should not be sold to children aged 4 or below.

[Not suitable for under-4s': New industry guidance issued on glycerol in slush-ice drinks | Food Standards Agency](#)



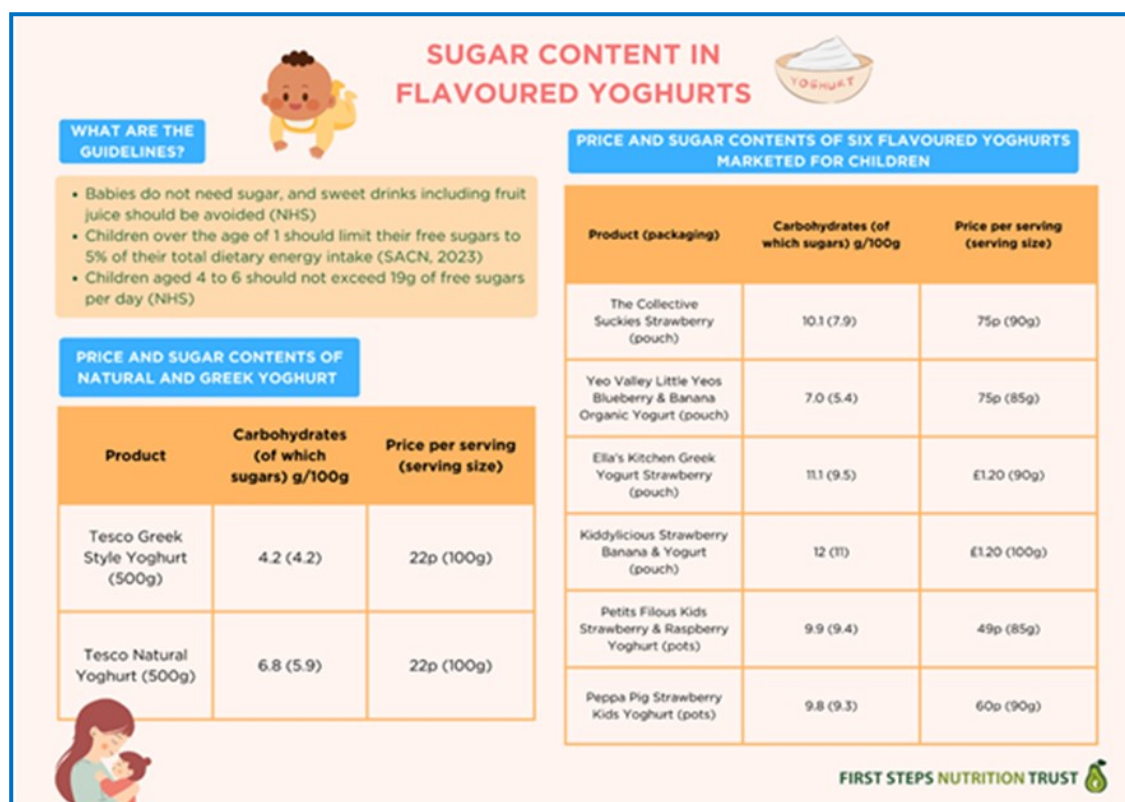
Glycerol can cause adverse effects like nausea and headaches in young children, and in severe cases, more serious health issues.

Refill promotions to under 10s are discouraged, and retailers of ice slush drinks are recommended to display the warning: "**Product contains glycerol. Not recommended for children 4 years of age and under.**"

High free sugars in kids flavoured yoghurts

A study published in October 2024 (and included in FSN (First Steps Nutrition) [November newsletter](#)) found that UPFs (Ultra-Processed Foods) account for 47 percent of toddlers' total energy intakes, and flavoured yoghurts were one the most commonly consumed groups of UPFs. These are generally perceived as healthy but often have high levels of free sugars despite carrying 'no added sugar' claims.

FSN compared the price and sugar contents of Tesco's Greek style and natural yoghurts (which can be classified as minimally processed foods) with six flavoured yoghurts marketed to children from 6 months available at Tesco, choosing one product from each of the six leading brands.



Sugar content and price

FSN found that all flavoured yoghurts had more sugars than Tesco's Greek style yoghurt.

All flavoured yoghurts were more expensive per serving than Tesco's Greek and natural yoghurts, which were both 22p per 100g. The flavoured yoghurts sold in pots were around double the cost of Tesco's Greek/natural yoghurts, at 49p per 85g pot (Petit Filous), and 60p for two 45g pots (Peppa Pig by Yoplait). Kiddylicious and Ella's Kitchen flavoured yoghurt pouches cost £1.20 (100g, and 90g respectively), more than 5 times the cost of Tesco's Greek/natural yoghurts.

In their [2023 guideline on feeding young children aged 1-5 years](#), SACN recommends unsweetened yoghurt. This can be served with stewed fruit as an alternative to buying flavoured children's yoghurts, which as shown are often high in free sugars and far more expensive than less processed natural and Greek yoghurt alternatives.

Better Health Start for Life - Top Tips for Teeth resources



New and updated children's oral health **'Top Tips for Teeth'** resources are now available to support dental professionals, health care professionals and those working in Early Years settings to encourage parents and carers to help teach children good oral health.

The resources aim to raise awareness and provide instruction for good oral hygiene in children aged 0-3, 3+ and pregnant women, and address the impact of poor dental health.

Parents and carers can also find new content with tips and advice on the [Start for Life website](#).

A range of free downloadable and orderable resources, that can be used in dental practices, Family Hubs, hospitals, and other Early Years settings, are available to partners by registering at the [Campaign Resource Centre](#), and include **'Top Tips for Teeth'** Leaflets, Posters, Social media toolkit and Digital screens

Leaflets



Please note for maximum protection against tooth decay a toothpaste containing 1,350 – 1,500 parts per million (ppm) fluoride is advised.

Using a smear of family fluoride toothpaste for children under three and from three use a small pea size amount.

Always check the label.

Posters



[Register at the Campaign Resource Centre and Order Now](#)

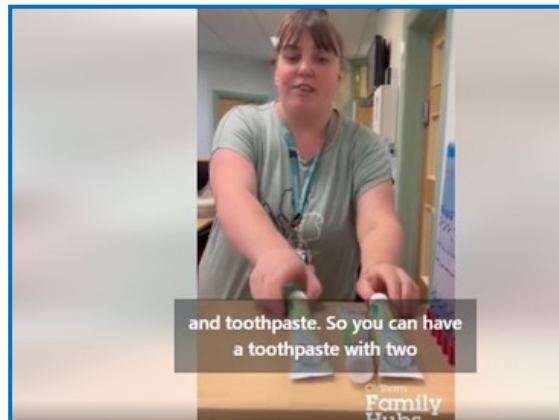
Big Brush Month 2024 - social media performance

Thanks to everyone for supporting Big Brush Month 2024, promoting toothbrushing messages with families.

Many thanks to Katie Fitzpatrick from Oldham Council Communications Team for providing the following Big Brush Month feedback across [Oldham Family Hubs](#) social media channels:

- content was up **30%** from 21,292 views to 27,709
- **31** social media posts were shared compared to 26 in 2023
- the average reach per post was **866**, up from 756 per post, and we received **5,474** video views compared to 0 last year.
- engagements were up **335%** from 223 to 1,231, and reactions were up **164%** to 201 from 76.

The top performing post was a welcoming video with the Rachel Walker, receptionist at the Spring Meadows Family Hub showing families that you can buy three oral health items for just £1.50. It had **433** engagements, showing the benefit of sharing videos to illustrate what is available.



The second top performer was 'three-year-old Anabia Sheraz looking after her sparkling smile by seeing a dentist every six month', this had **284** engagements.

Our Family Hubs are marking Big Brush Month with various activities to encourage little ones to brush at least twice a day and for two minutes like Anabia.
Find your nearest Family Hub here - <https://familyhubs.oldham.gov.uk>
And for your guide to good oral health for the family visit <http://familyhubs.oldham.gov.uk/guide-to-good-oral-health...>
#BigBrushMonth



Dental access

To find out which NHS dentist are taking on visit:
NHS - Find a dentist or Tel. NHS England - 0300 311 2233



Attend as often as the
dentist recommends

If a dental practice is
taking on it now also states
**'when availability allows,
this dentist accepts new
NHS patients'**

For urgent care ring the GM Urgent Dental Care Service on
0333 332 3800

Websites and links

[Babycup Ltd](#)

[Cleft and Palate Network](#)

[Family Hubs](#)

[Growing up with healthy teeth \(HENRY\)](#)

[Healthier Families - Home - NHS \(www.nhs.uk\)](#)

[Looking after children's teeth - a guide for parents and carers](#)

[NHS Food Scanner app - Healthier Families - NHS \(www.nhs.uk\)](#)

[Oral health - Help for early years providers - GOV.UK \(education.gov.uk\)](#)

[Oral Health | Birth to 5 Years | Oldham Council](#)

[Better Health Start for Life Top Tips For Teeth](#)

Singing links to share with families

[Billy Brush's Brush along Song](#)

[British Society of Paediatric Dentistry \(BSPD\) Kidsvids](#)

[Brush DJ](#)

[Brushin' Buddy Bear](#)

[Brush Your Teeth - Super Simple Songs](#)

