

NATIONAL

Publication of first thematic report *Child Mortality and Social Deprivation* in May 2021, identifying priority areas to reduce health inequality for children across England. With foreword by Professor Sir Michael Marmot and photographs courtesy of a national exhibition. Received unprecedented sector interest including coverage in the *Guardian* and *Independent*, and peak daily website users of 2,242 (increase of over 350%). Also the subject of a briefing with the Office for the Children's Commissioner.

Child Mortality in England during the COVID-19 Pandemic paper accepted by Archives of Disease in Childhood.

Held online sharing event for deprivation report on 18 May – with 412 registrants and 362 attendees

Continued sharing of real-time child death data with NHS England to support and inform the national response to COVID-19 pandemic.

Shared news of deprivation report with international attendees at the Bristol Poverty Institute conference on 27 April.

SYSTEM

NCMD webinar featuring Professor Simon Kenny, NHS England, held to demonstrate impact of CDR data, Jan 2021.

New resources to support effective categorisation of deaths published, in line with CDR form changes.

Improvements to CDR statutory forms made in April 2021, based on feedback from users.

Engagement of high profile policy influencers on themed report steering group for suicide report.

Quarterly data quality monitoring reports continue to be well received by CDOPs.

2020/21 CDR data successfully collected by 31 March 2021. Every CDOP submitted at least one death notification; and the median time between date of death and the date the case was submitted to NCMD was 2 days. Also, 57 out of 58 CDOPs finalised at least one case in this period.

Intervention at the National Police Child Death Working Group resulted in communication to all police forces in England to raise awareness of online suicide challenge.

LOCAL

33% increase in sector-specific representation on Public Involvement group, with charities representing suicide, poverty, cancer, neonates, SUDI, infection, trauma and chromosomal, genetic and congenital anomalies now represented. Expansion of group membership by 39% following introductory event in Feb 2021.

Quality improvement review of the Joint Agency Response processes involved in the investigation of child deaths started.

May webinar on supporting a robust CDR process delivered to 246 CDR professionals.

Invited to deliver two sessions at the 2021 RCPCH conference, aimed at sharing best practice with the paediatric community: Plenary on the deprivation report; and an e-poster on *Child Mortality in the COVID-19 Pandemic*.

Safety notices shared on postnatal care/bed sharing, baby slings and open windows.

PUBLIC

Bereaved father and young person agreed to share their stories for NCMD suicide thematic report. They also agreed to review and give feedback on the report from their perspective.

Social media engagement increased – Twitter followers increased to 700, May 2021 (291 in May 2020). Over 100,000 tweet impressions, May 2021 (26,900 in same period 2020 - increase of 300%).

Newsletters distributed in Jan, March and May 2021. Mailing list subscriptions increased from 530 on 1 Jan to 740 in May 2021.

Website use increased – 25,362 page views from Jan-May 2021 (10,944 for the same period in 2020; increase of over 200%).

NCMD blog: Published two articles including one on the deprivation report.

“An excellent and moving report” bereavement charity partner (*Child Mortality and Social Deprivation report*)