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CUTTING THROUGH THE NOISE

How to ensure the right voices are heard in the
new battle against dangerous parenting advice online

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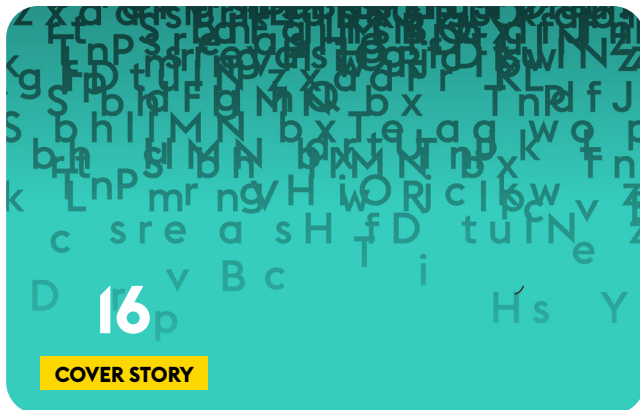
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WELCOME

from your editor, Aviva



With summer well under way, parents' thoughts will soon be turning to the new school term ahead – and there is much to keep your clients abreast of. The new, time-limited MenB vaccine for young people at highest risk of catching meningococcal B disease is now being rolled out across the UK (see [page 10](#)).

The government has announced a social media ban for under-16s (with restrictions for under-18s), expected to come into force in spring 2027, and the UK's children's commissioners give their verdict ([page 8](#)). And a new information battle is emerging as parents turn to social media influencers and self-styled 'experts' for advice ([page 16](#)). While this highlights your professional value more than ever, how can you (and, vitally, the government) ensure your voices are heard, especially with workforce shortages?

Taking a broader look, a new report shows we are living fewer years in good health, with certain groups hit harder than others ([page 12](#)). As always, an early focus is key, but there is much still to be done to tackle ill health. How can CPs help?

Contributors this issue explore topics including integrated safeguarding practices and better training for HVs on alcohol in the home ([pages 33 and 36](#)).

Discover your keynote speakers at the upcoming Unite-CPHVA conference and a call for papers/awards reminder (from [page 28](#)).

Finally, reacquaint yourself with your CPHVA Executive and see how they can support you ([page 24](#)).



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