

Blackpool Better Start Strategy

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Our vision is that Blackpool will be a place in which families raise happy, healthy children who grow up to take pride in belonging to the community. Through Better Start, every new baby in Blackpool will enjoy the early care and nurture they need for healthy development and to be ready for school.

Background

In Blackpool we all have a role to play in ensuring that our children have high aspirations and reach their potential. Building healthier, more resilient communities across Blackpool is about making our town a good place to live, to raise a healthy family, run a business and engage in wider community life. Communities that seek to advance their children's health and development, and overall community health, provide a backbone for local economic growth and social prosperity.

Early child health and development starts in the communities where children are conceived, grow-up, learn and play. Collectively, the Better Start Partnership has the responsibility to implement high quality, cost effective evidence-based programmes, and align services and public systems, to give our families and communities the strong foundations they need for their children to be healthy, happy and ready to learn.

Appendix 1 states our Vision, Values and Principles.

Einstein wrote "the problems that exist in the world today cannot be solved by the level of thinking that created them". Blackpool Better Start has the unique opportunity to employ new ways of thinking about early child health and development and to implement them. Better Start is one of the key components of our wider strategy for regeneration of the town but it is one of a variety of initiatives such as Head Start, Vanguard and Complex Lives which will enable the systems change required to change the outcomes for Blackpool residents and regenerate the town. However, it has the distinct advantage of providing the greatest opportunity to break the intergenerational cycle of poor outcomes by intervening at the earliest possible and most cost effective stage, before our children are born.

"Our community is united in our ambition to give every new baby in Blackpool a better start in life"

We are determined to make a decisive change to transform their life chances. We want to achieve a generational shift, ensuring that today's babies enjoy the early care and nurture they need for healthy development and to be ready for school, and that in turn, as they grow up and become parents themselves, they will pass on the Better Start legacy to the next generation.

The early years is a crucial stage in human development, brain development begins before birth and is rapid and intensive throughout the first three years of life. A young child's development is profoundly affected by their early care-giving experiences. When parents are struggling with problems like substance misuse, mental ill health or domestic abuse, children are affected too. These are modifiable causes of unnecessary child suffering at the population level. Scientists have shown that exposure to high levels of early adversity can be harmful, predisposing the child to problems in learning, behaviour and health across their life course.

"We are focussing on pregnancy to preschool because we know this is such a crucial time for child development and a unique opportunity for prevention"

Better Start is laying the solid foundations that will enable babies and young children to thrive in the context of sensitive and responsive relationships with their caregivers. Our approach is to enable families and communities in Blackpool to support and protect their children's health and development, from conception to three. Building resilience and empowering communities.

“Better Start is a ten year programme to transform the life chances of Blackpool’s babies”

With £45m of investment from the Big Lottery Fund, Blackpool Better Start is one of only five areas in England selected to trail-blaze service transformation from conception to three. Each local area has developed its own distinctive strategy to improve the three key child outcomes of: *diet and nutrition*; *social and emotional development*; and *language and communication*.

Wherever possible the Better Start partnership will use local suppliers and services this will help local businesses and thereby the local community and town.

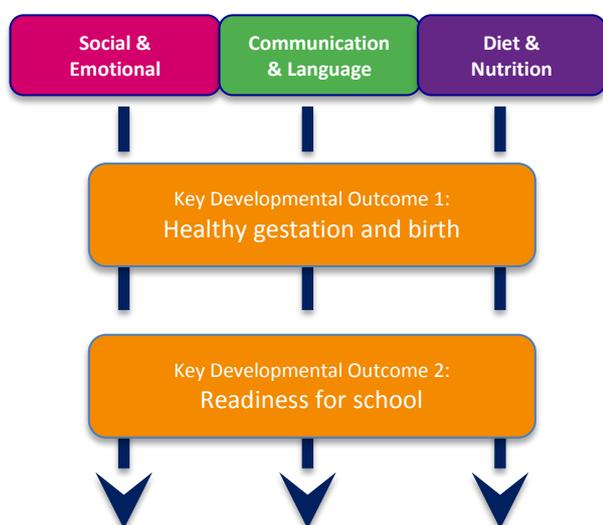
Led by the NSPCC, Blackpool Better Start is an inclusive partnership made up of the Local Authority, Clinical Commissioning Group, Blackpool Teaching Hospitals Foundation Trust, Police and the Community. It brings together local families, communities, and agencies from across public, private and voluntary sectors. Initially, we are focussing in the seven wards where communities face the greatest challenges: Bloomfield, Brunswick, Clarendon, Clifton, Park, Talbot and Victoria. As we learn what works in these wards, the partnership will invest further local funds in replicating effective programs and services across the whole town, leaving a lasting legacy for Blackpool.

What needs to be done

Blackpool has grasped the opportunity provided by a Better Start to provide outstanding services for our children. The partnership and the town is excited by the possibilities it offers for change and to act collectively to promote early child health and development. Our community and key stakeholders from the voluntary, statutory and private sectors are united in our shared vision and shared plan for delivering change.

Within 10 years the Better Start partnership is determined to change outcomes for our youngest children and their families, which will create a generational change for our town and our people. To make this change we are all responsible for ensuring children and families live in caring, stimulating environments, have access to the best possible services delivered by a highly skilled and committed workforce.

We have a *developmental strategy* focused on achieving the three overarching outcomes of; *Social and Emotional development, Communication and Language development and Diet and Nutrition*. We will use the key developmental milestones of Healthy gestation and birth and Readiness for school to monitor progress towards the Big Lottery outcomes.

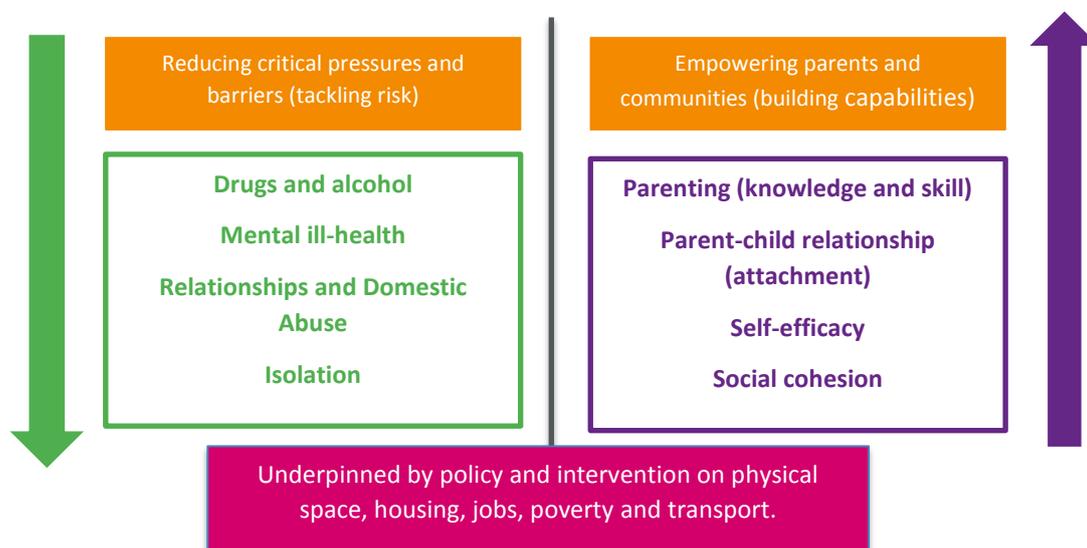


With focused action on reducing local stressors and building capabilities, (see diagram below) we will achieve sustainable developmental outcomes for all our babies and children. By forming strong foundations for future development we will grow strong, nurturing and resilient parents and communities for future generations. We are determined to transform local environments both social and physical alongside transforming the workforce in their ambition to provide more tailored services to enable families and communities to make sustainable changes.

Better Start is rooted in an evidence base and our shared theory of change which will direct our approach. Our theory of change has a *framework for focused action* working with communities to;

- Reduce critical pressures and barriers (tackling risk) for our families – *reducing stressors*
- Empowering parents and communities - *building capabilities*

There are four key stressors which we aim to reduce through our programme, and we will empower parents and the community through our mechanisms for change i.e. building capabilities. We will deliver appropriate services and evidence based interventions which meet this approach.



Our strategic programme of action is based around the four cornerstones of Blackpool Better Start, *Appendix 2*,

1. Public Health Approach
2. Evidence Based Interventions
3. Reframing and System Transformation
4. Centre for Early Child Development

We believe these provide strong foundations to drive our work over the next ten years and beyond. We will have a staged process to implementation and *Appendix 3*, shows our timeline for implementation. These cornerstones prioritise those activities that will make the most impact on our outcomes and ensure we make tangible and sustainable changes in the way we do things.

In the following sections each of these cornerstones will be further explored to explain how they will deliver the vision of Better Start.

Cornerstone 1 – Public Health

The first cornerstone is our *Public Health* approach which takes account of;

- the needs of the whole population
- the underlying socio-economic and wider determinants of children's outcomes
- collective responsibility and partnerships with all those who contribute to the wellbeing of young children and families

Given the scale and nature of some of the problems in our community, such as alcohol and domestic abuse, we believe there is a strong case for action to address these challenges at a population level. We will work with the community and our partners to develop and implement interventions across the population, identify ways to prevent harm and promote positive outcomes for young children using a twin approach

Key Cornerstone Elements

A Population Approach

Blackpool already has solid foundations on which to build our public health work. Working closely with Blackpool Council's Public Health team we will deliver, over the next 10 years, four targeted child health and development strategies (campaigns). Our four strategies will each have a clear theory of change based on the best available evidence and will be informed by formative research which will help us better understand local values, attitudes and behaviours that might inhibit or motivate change. Our first strategy will focus on preventing and reducing the prevalence of alcohol exposed pregnancies in order to minimise the alcohol related harm to the unborn child. Our subsequent strategies will be informed by both our research into the community's priorities and local data.

We recognise that improving outcomes is best achieved by applying *behaviour change models*, giving people the opportunity to practice new habits and learn by doing. Our targeted child health and development strategies will complement a range of integrated community action programmes that will support behaviour change across the population. In addition to this we will undertake further reviews in order to identify interventions required to address issues in our communities that are impacting on early child development, and draw on the latest work in the field for example Adverse Childhood Experiences (ACEs). We will address our Diet and Nutrition outcome by working with partners to improve infant and young child healthy weight and oral health.

We will strive to better understand the needs and concerns of subpopulations to enable us to design more effective programs and services. To achieve this we will conduct formative evaluations to better understand beneficiaries' decision-making, determine factors influencing the demand for and potential effectiveness of programs, and how programs should be framed for the greatest adoption at both individual and population levels.

In our first year of work we will conduct a series of in-depth community assessments which will provide the formative evidence base for developing new or enhancing existing programs, and facilitating the selection of the type of programs to initially implement in the community.

Engaging and empowering families and communities

To achieve sustainable change as a result of the public health approach and to deliver on the Better Start pledge to the children and families of Blackpool *“enabling everyone to play their part in improving the outcomes of the babies and children”* a community empowerment programme will be developed. This programme will require significant participation of local families and community members providing exciting and challenging opportunities to coproduce initiatives that influence how they engage with local services and support the healthy development of their babies and children.

Community Voice was formed to enable families to be involved in meaningful co-production. This will be a representative group of empowered local parents which will over the lifetime of Better Start identify, recruit and develop new members and community leaders from across the town. Community Voice will have formal structural links to the governance of the Better Start partnership. We will coach and support this group to achieve real decision making powers and to lead on the delivery of a range of community action programmes including; improving safe space and play by redeveloping parks and open spaces, Dads engagement, activity cards, children’s centre engagement and activity programme and outdoor activities.

A crucial element of our community action work is the development of parks and open spaces in the seven better start wards, providing parents with young children accessible safe space to play. This element of our community work is to be developed in conjunction with wider developments in Blackpool to rejuvenate parks for all ages.

By engaging families in the co-design of programmes we are able to build their skills and strengthen joint understanding and cooperation. We can liaise directly with families about the accessibility and fit of local programmes and services. Natural leadership within the community will be developed to become community champions known as Child Health Promoters who will be a key part of delivering behaviour change. It is central to the community empowerment approach that the local positioning of Child Health Promoters will be vital to the impact on families. Initiatives within the community engagement programme will be highly concentrated in the earlier years of this 10 year programme as families and communities become empowered as a result of their participation in the co-production process. As part of this process we will be working with partners to consider how the community can be better involved in our universal delivery systems. The use of Children Centres is central to this but over the years we will expand this to other areas such as General Practitioners.

Please see [Appendix 4](#) for the Project Implementation Documents which are applicable for this cornerstone.

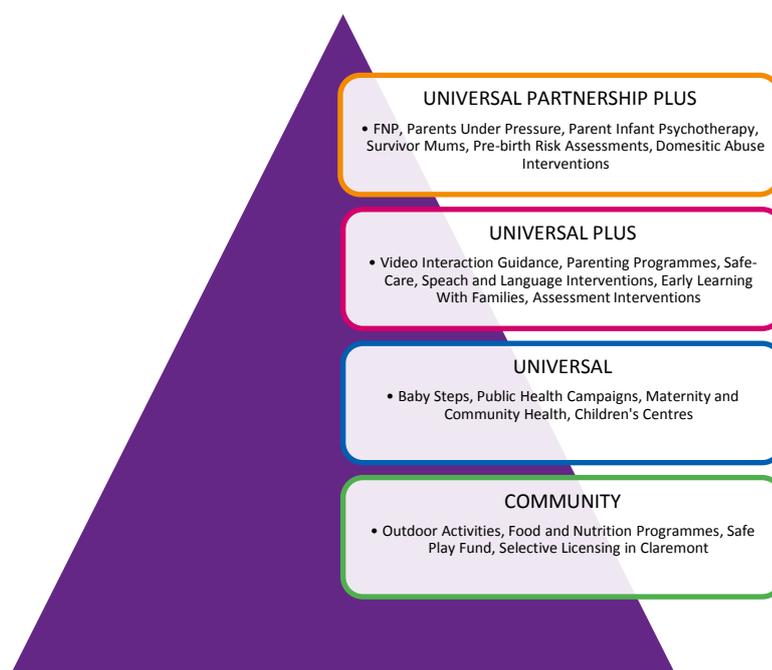
Cornerstone 2 – Evidence Based Interventions

Our second cornerstone, *Evidence Based Interventions*, aims to support those families in Blackpool who fall within all levels of the Healthy Child Pathway with a focus on supporting those with additional needs, known in the Healthy Child Pathway as Universal Plus and Universal Partnership Plus level. Through our analysis of services and community assessments, we will ensure that all families in Blackpool have access to effective programs, which meet their needs. This type of approach ensures the implementation of services which will make a difference, focus on outcomes, and help bring substantial and positive changes in our communities.

Key Cornerstone Elements

Enhanced Healthy Child Pathway

Our *Evidence Based Interventions* will not only be limited to those families with additional needs but through our *Public Health Approach* we will ensure that all parents have access to high quality parenting programmes which are evidenced to reduce stressors and build capabilities.



Initially working with Health Visitors and Midwives to provide a universal evidence based antenatal programme for all new and expectant parents in our seven wards, with the aim to expand this to all parents across the town in line with the new commissioning processes for health visiting and access to appropriate parenting advice and support for all families with young children.

Our enhanced pathway will provide access points to targeted services for parents requiring additional support around attachment, neglect, substance abuse, mental illness, domestic abuse and historical abuse and trauma. Additionally, we will review the effectiveness of existing assessment services, which identify vulnerable families, and where necessary, we will develop new approaches and pathways to help families access the most appropriate service as early as possible.

What works

Better Start will implement a suite of interventions which are either based on

- **Evidence**, Interventions where the estimate of the impact has been published as a systematic review in the academic literature, or where the impact has been estimated from a strong study design (randomised control trial and/or strong quasi-experimental study design)
- **Science**, Interventions that are rooted in the best-available evidence but have not yet been evaluated.
- **Innovation**, the development of a new solution that is theory driven and is unlikely to do harm.

All our interventions will be assessed by the following considerations to ensure they fit with our priorities,

- Current level of evidence for program effectiveness,
- Alignment with the needs, values and preferences of our vulnerable families
- The early child developmental priorities of Diet and Nutrition, Social and Emotional Development and Language and Communication
- Clearly addresses our key stressors and build capabilities
- Cost effectiveness and resource implications
- Feasibility and acceptability for our workforce
- Sustainability and potential for scale

This cornerstone is focusing on those areas of need which are particularly important in influencing the poor outcomes for our children: mental health conditions, alcohol abuse and substance dependence, and exposure to domestic abuse.

Detailed formative evaluations will be conducted to ensure that we take a thoughtful and considered approach to implementing new interventions. We will always build on the existing scientific evidence and work with beneficiaries, practitioners, programme developers and experts to tailor interventions and programmes for our local population. Furthermore, we will ensure the programme passes the 'My Child Test'. i.e. we will not implement any programme or service which could cause harm to parents and their children.

Staged Approach

A staged approach will be used to implement these programs. Firstly we will be building on local successes and expanding those evidence based interventions currently operational in Blackpool or nationally within the partnership. We will then develop new innovative research projects with national and international experts to offer the best services to meet the needs of our families. Our staged approach will take three steps;

- 1. Expansion of Existing Services**
 - Full expansion of Family Nurse Partnership to all under 20s in the town
 - Full expansion of Baby Steps to all over 20s in Blackpool
- 2. Introduction of Interventions Developed Elsewhere**
 - Parents Under Pressure for families with drug and alcohol problems

- Video Interaction Guidance increasing parental sensitivity in families
- Safecare with families at risk of neglect
- Parent Infant Psychotherapy addressing critical mental health needs
- Speech and Language Programmes
- Diet and Nutrition Programmes
- Parenting Interventions
- 3. Innovation and Research Projects**
- Living without Violence, Targeted intervention for Domestic Abuse in pregnancy and infancy
- Pre birth risk assessments
- Survivor Mums Companion
- Targeted intervention for alcohol abuse in pregnancy
- Winning Ways with Children
- Assessment Service - Step Up Domestic Violence Programme
- Assessment Service – Selective Licensing

When introducing evidence based programmes where possible we will build capacity within current services, placing new workers in existing multi-disciplinary teams the skills are transferred to the wider team which ensures the sustainability of the programmes. The Better Start partnership have a responsibility to deliver programmes to families which make a difference and address their needs, we will ensure that we will deliver these through an integrated workforce.

Please see [Appendix 4](#) for the Project Implementation Documents which are applicable for this cornerstone.

Cornerstone 3 – Reframing and Systems Transformation

Our third cornerstone focuses on *Reframing and Systems Transformation*. This refers to the change that we need to see at all levels of local services and systems. We have a collective responsibility as a society to ensure that our children live in safe and secure environments, are free from abuse and neglect and have the early care and nurture that they require to develop into fully functioning adults. To achieve this the Better Start partnership is committed to systems transformation for all services that impact on this critical point in a child's life.

Key Cornerstone Elements

Systems Transformation



Reframing

Delivering our vision requires rigour and a strategic vision for prioritising those activities that will make the most impact on our outcomes and deliver real and sustainable changes. It requires careful implementation and systems that help, not hinder progress. We need to build local capabilities and develop an infrastructure for learning and sharing.

Our *Public Health* approach will lead on the Engaging and Empowering Families and Communities element of Systems Transformation.

Underpinning this will be our reframing of Early Child Development, our commitment to have a common understanding and language around Early Child Development.

Investment, Leadership and Accountability:

The Blackpool Public Reform Board is a new innovation and has been established to provide a single vision for Blackpool in terms of public service delivery. This wider vision has the transformation of services from conception to three at its heart, in recognition of the long term impact this will have on the outcomes for the town. To ensure systems change is achieved at all levels, we are actively engaged in monitoring how 'things are done' and how they could be done better in Blackpool. The governance structure, *Appendix 5*, shows accountability and how this will be achieved as the drive to ensure these changes become embedded as business as usual. There is representation from Community Voice at all levels of the decision-making process.

As part of the systems transformation the Executive Board will be working with an independent consultant, through the Local Government Association Local Vision programme, and have appointed the same consultant to work with a group of managers on the National Leadership Challenge. Both of these

programmes will challenge current ways of thinking and action and enable partners to develop more inclusive ways of working, including service co-design with the community.

The partnership is also responsible for redirecting investment towards early years and ensuring that the interventions that are proven to make a difference are sustainable and that leverage funding is used to roll out successful interventions across the town. The Finance Group ensures that all proposed interventions are within agreed budgets, monitors allocation of spend and has the responsibility of development of the Bank of Blackpool concept. The Strategic Commissioning Group will have a role to play in the commissioning and decommissioning of services as evidence of what works becomes available. As can be seen from the timetable in [Appendix 3](#), we have built in key review points over the course of the programme, when we will undertake full assessments of the portfolio.

This systems transformation of services from conception to three, sits within a wider systems transformation programme for the whole of Blackpool with all the key partners signed up and committed to making this happen.

Workforce

Part of this change will be to undertake workforce planning and visioning for the workforce for the next 10 years and put in place the training and development necessary to deliver what is required, this will be part of the work undertaken through the Public Service Transformation Board. Training will also be delivered to the current early years workforce to bring them up to speed with the best available evidence on early child development.

Reframing Early Child development

We believe this type of systems transformation can only be successfully implemented if it is underpinned by a shared understanding (or ‘framing’) of the issue we face combined with an integrated approach. We will build a shared language with professionals, parents and community members which will enable us to communicate effectively. We will use reframing tools to give a shared understanding of child development and, through this shared language, we will break down barriers to building trust and confidence within our workforce and communities. This will be complemented with our [Core Story of Early Child Development](#) developed to give consistent clear messages on the importance of early intervention in child development.

All key policies will go through the Policy Review Group to ascertain the impact on children and families. This will ensure that Better Start objectives are aligned with wider policy across the town and that our programme is able to influence decisions around the wider social determinants of child outcomes, such as housing, welfare, employment and transport.

Please see [Appendix 4](#) for the Project Implementation Documents which are applicable for this cornerstone.

Cornerstone 4 – Centre for Early Child Development

Our fourth cornerstone is the *Blackpool Centre for Early Child Development*. The Centre is the dedicated focus for driving the vision, strategy, programme evaluation and implementation. The Centre will build local capacity and expertise and become internationally renowned as a Centre for innovation and learning through knowledge exchange.

The Centre's role is to ensure that key partners are actively engaged in the delivery and co-production of services and to keep the aspiration of Better Start and the communities of Blackpool at the heart of its work ensuring pace of change is consistent to meet the need. The Centre will provide support and challenge to the partnership ensuring that focus is kept on the systems change required, early child development, prevention and early intervention, evidence and learning. The Centre will create a virtual network of national and international experts to share findings, research, policy and practice in relation to early child development and the Centre will ensure that the latest pioneering research and knowledge in the field is brought to Blackpool and shared with the early years workforce.

The Centre will be evidence-driven using the most recent and best available science to improve the health and development of children. To achieve this we will leverage our close relationship with the NSPCC and our panel of national and international experts to continually improve our practice and work.

Key Cornerstone Elements

Collaborative Partnership Building

The Centre will work with Better Start partners, parents, community members and other relevant stakeholders to contribute towards the community-wide promotion of early child health and development. We will ensure that the partnership is sustainable and productive, making changes in preventative approaches from conception to the first three years of life. The Centre has a key role to play in ensuring strategic direction, innovation and development, monitoring and evaluation, community engagement, reframing and support and challenge to systems transformation. We will keep the partnership focused in achieving its outcomes and celebrating successes. At the same time the Director of the Centre for Early Child Development will report to the Executive Partnership Board through regular meetings, to keep them informed of impact and pace of the transformation.

In addition, the Centre will be part of an evidence-based movement within health and social care systems in Blackpool and across the town providing insights into outcomes for our communities and harnessing the learning from implementing and evaluating interventions and services.

Planning, Monitoring, Evaluation and Learning Team

A dedicated team will work to ensure that all activity focuses impacting on:

- a Better Start indicators *Appendix 6*
- key developmental outcomes for a Better Start

These local Indicators have been identified to enable us to measure progress towards a Better Start key developmental outcomes.

The Centre will apply and embed a *Strategic Planning for Prevention Framework, Appendix 7*, to achieve our goals. This is an outcomes-based rather than activity based prevention framework. In this framework, a logic model for a specific outcome will be identified. This specifies the intermediate factors and interventions that need to change to achieve the outcome. The advantages of using such a framework is to make dynamic adjustments to our activity over time. We will build professional and community support to embed this framework into the development of our interventions.

The Centre will work with Better Start partners to create a central linked data set which will be hosted by Blackpool Teaching Hospitals Foundation Trust. The analysis of this data set will give partners insights for commissioning programmes related to early child health and development.

The Local Evaluation team will work with Warwick University to undertake a full programme evaluation looking at the benefits of our first two years of work at population level, and continue to monitor the progress of these children until they are seven years old. As the programmes are implemented the centre will work with other academic establishments to evaluate impact and change. Local evaluation evidence will be particularly important to informing the work of the Strategic Commissioning Group.

Business Operations

The Big Lottery Funds will be used to strategically design and implement new interventions, expand existing programmes and bring international and national expertise to Blackpool's workforce as the catalyst for change. The Centre, along with partners, will ensure that funds are prioritised where they will make the most difference. Based on economic evaluations we will provide insights for our partners and other stakeholders to demonstrate the potential cost savings of early interventions and a preventative approach from conception to three. Within the 10 years leveraged funds will supplement the Big Lottery Funds to ensure sustainability of interventions and to make systematic changes to ensure they are embedded within existing provision, *Appendix 8*.

Please see *Appendix 4* for the Project Implementation Documents which are applicable for this cornerstone.

Appendices

Appendix 1 Blackpool Better Start – Our Pledge for the Children and Families of Blackpool

Blackpool Better Start Service Key Principles

Children, young people and their families will be **at the heart of everything we do**;

1. There will be **“no wrong door”** – equitable service will be accessed no matter which agency is first contacted
2. Service will be delivered in and through the **universal services** rather than through separate specialist services
3. We will **“hold the baton”** – the service will work with the family rather than just refer them on.
4. Relationships will be at the centre of our work – **relationships before tasks**
5. **“Services for people, not people for services”** – services will be flexible enough to meet need wherever and whenever children and families need them.
6. Services will be experienced as **“seamless”** by children and parents.
7. There will be a **single point of contact** - children and families will not be required to struggle through the maze of services, but will have a named individual contact.
8. There will be clear, **simple lines of accountability**.

Priorities

- Giving our babies the best start in relation to *Diet and Nutrition, Language and Communication* and *Social and Emotional Development*
- Tackling poor parental health and unhealthy gestation and birth
- Enabling our youngest children to enter school ready and able to learn and reach their full potential
- Safeguarding and protecting the most vulnerable children and families
- Tackling poor mental health and well-being along with other parental risk factors
- Delivering quality services through a committed, professional and motivated workforce.

Values

- We are **accountable** for delivering on the promises we make and take responsibility for our actions and the outcomes achieved.
- We will have the **courage** to communicate openly and honestly, challenging the status quo and using our independence and experience to lead change for children in all our activities
- We take pride in delivering **quality** services that are community focussed and based on listening carefully to what the families need.
- We will **respect** all children and seek to foster respect for them in others.
- We are **trustworthy** in all our dealings with children and families and will be honest and transparent about the decisions we make and the services we offer.
- We are **compassionate**, caring, hard working and committed to deliver the best services that we can with a positive and collaborative attitude.

Appendix 2 Cornerstones of Blackpool Better Start

1. Public Health

- *Reading Programmes*
- *Best Beginnings, Baby Buddy App*
- *Public Health Campaigns*
- *Speech and Language Programmes*
- *Family Card*
- *Green Space Development*
- *Engaging Families and Communities*
- *Volunteering Support*
- *Parent Led Activities*

3. Reframing and Systems Transformation

- *Reframing*
- *Workforce Development*
- *Early Years Training*
- *Leadership Investment*

2. Evidence Based Interventions

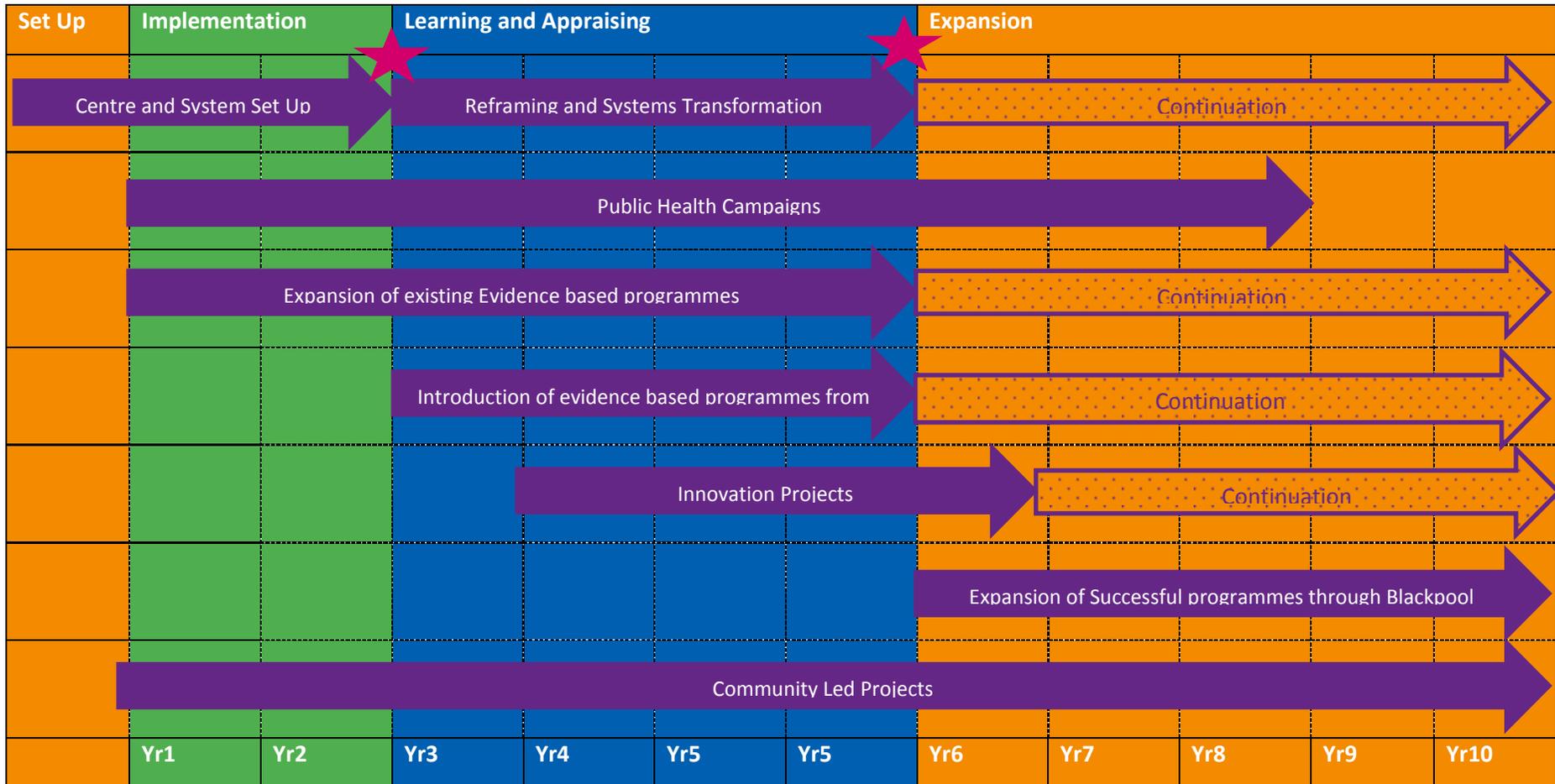
- *Family Nurse Partnership and Baby Steps*
- *Parenting Courses*
- *Green Space Development*
- *Safe Care, Parents Under Pressure, Video Interactive Guidance, Selective Licencing*
- *Step Up Domestic Abuse Project*
- *Alcohol Abuse in Pregnancy*
- *Pre Birth Risk Assessments*
- *Early Diet and Nutrition*
- *Living without Violence*

4. Centre for Early Child Development

- *SEND Early Years Expert*
- *Evaluation*
- *Communication and Marketing*
- *Bank of Blackpool*
- *ICT Development and Infrastructure*



Appendix 3 Timeline of Interventions

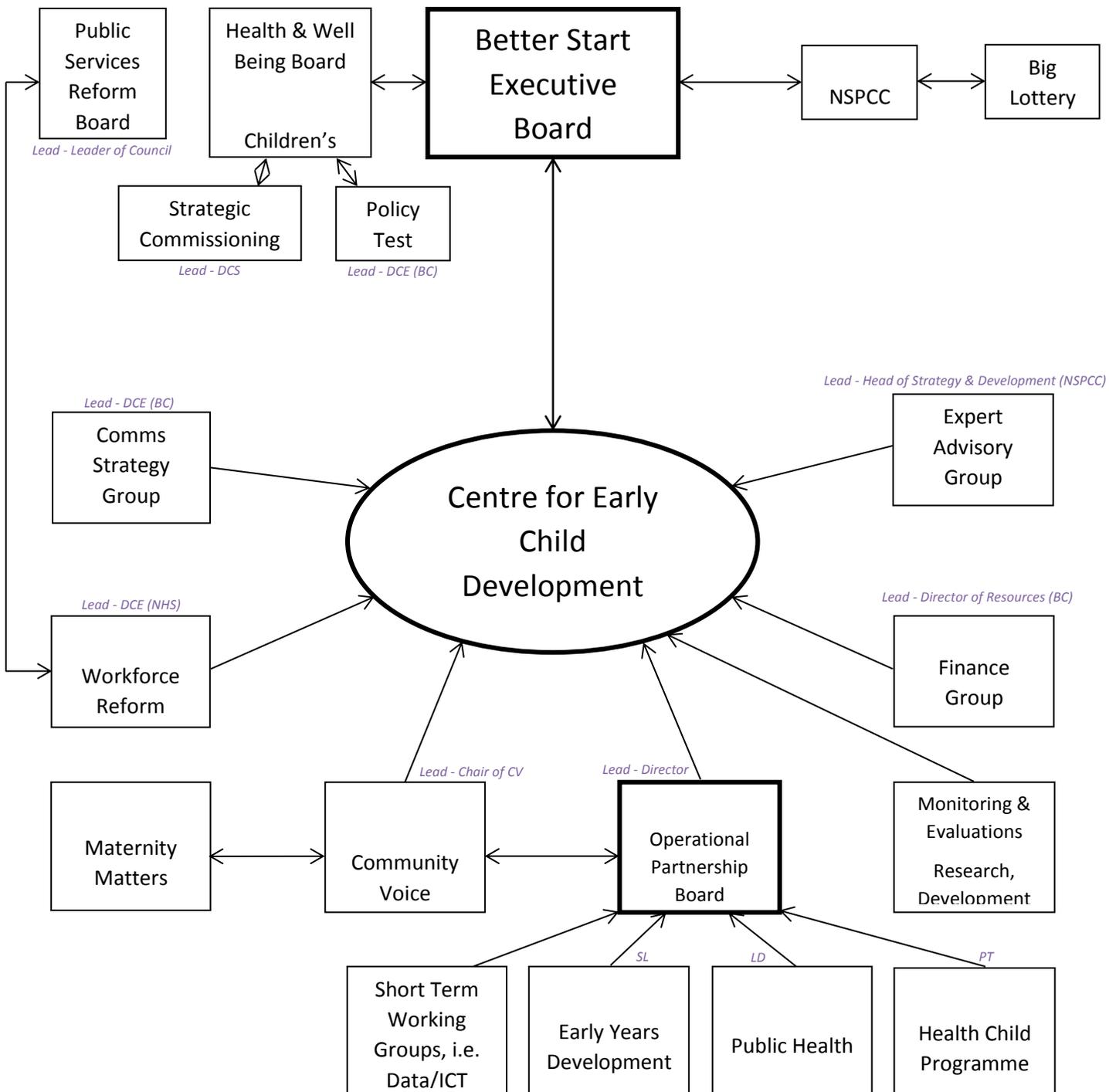


★ Portfolio review

Appendix 4 Project Implementation Documents

1. PUBLIC HEALTH	Implementation Date	
Engagement of Dads	16/17	PID03.1
Parks and Open Space Development	September 2015	PID03.2
Children's Centres Engagement/Activity Budgets	July 2015	PID03.3
Activity Cards	October 2015	PID03.4
Outdoor Activities	September 2015	PID03.5
Family Card	February 2016	PID05
Volunteering	October 2015	PID08
Best Beginnings	16/17	PID09
Reading Programme	January 2016	PID10
Public Health Campaigns	March 2016	PID11
Adverse Childhood Experiences	16/17	PID11.1
Alcohol Abuse in Pregnancy	16/17	PID11.2
Speech and Language Therapy	March 2016	PID13
2. Evidence Based Intervention		
Diet and Nutrition	16/17	PID01
FNP Scale Up	July 2015	PID02
Universal Parenting Course	16/17	PID04
Baby Steps	September 2015	PID12
Selective Licencing	October 2015	PID14
Safe Care	April 2016	PID15
Parents Under Pressure	April 2016	PID16
Video Interaction Guidance	April 2016	PID17
Parent Infant Psychotherapy	16/17	PID18
Pre-Birth Risk Assessment	16/17	PID21
Survivor Mums	16/17	PID27
Step Up	October 2015	PID22
Early Learning with Families Project	16/17	PID23
3. Reframing and System Transformation		
Frameworks	May 2015	PID06
Early years Training	16/17	PID07
Family Engagement and Crisis Support	January 2016	PID25
4. Centre for Early Child Development		
Research Projects	16/17	PID19
Early Years Expert	October 2015	PID24
Launch and Conference	October 2015	PID26
Bank of Blackpool/Leverage Funds	16/17	PID28

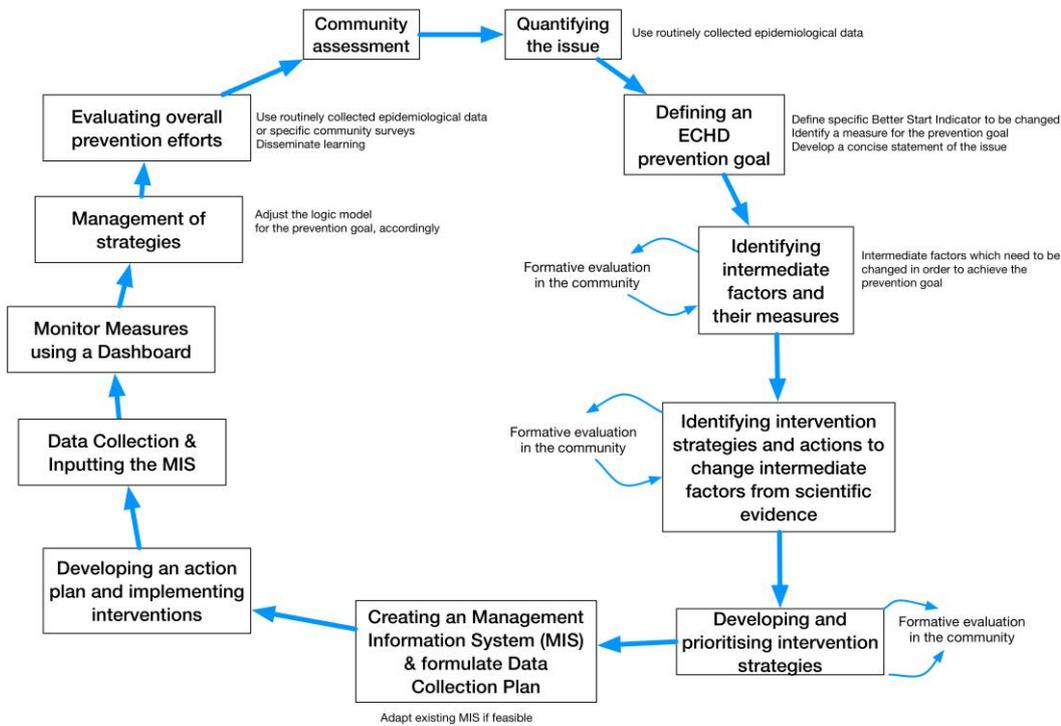
Appendix 5 Better Start Governance Structure



Appendix 6 Better Start Primary Indicators

Key Developmental Outcome 1 – Healthy Gestation and Birth		
Diet and nutrition	Language and communication	Social and emotional development
<p>Primary Indicator: Smoking at time of delivery</p> <p>Secondary indicators:</p> <ul style="list-style-type: none"> Breastfeeding initiation Reduction in gestational diabetes Increase in vaccinations for pregnant women Increase in proportion of women who are a healthy weight (at booking in) Reduction in antenatal alcohol consumption Reduction in antenatal substance misuse Reduction in prematurity 	<p>Primary Indicator: Amended Prenatal Attachment Inventory</p> <p>Secondary indicators:</p> <ul style="list-style-type: none"> Depression antenatally screening- Whooley questions Depression antenatally- PHQ9 form Pregnancy anxiety in targeted interventions 	<p>Primary Indicator: Anxiety measure-GAD7</p> <p>Secondary indicators:</p> <ul style="list-style-type: none"> Depression antenatally screening- Whooley questions Depression antenatally- PHQ9 form Pregnancy anxiety in targeted interventions
Key Developmental Outcome 2 – Children are ready for School		
Diet and nutrition	Language and communication	Social and emotional development
<p>Primary Indicator: Oral health for 5 year olds</p> <p>Secondary indicators:</p> <ul style="list-style-type: none"> Mean number of teeth of 3 year olds which are decayed/missing/filled % of 3 year olds with early childhood caries Increase in child MMR vaccinations Reduction in child attendances at A&E Reduction in rates of child obesity Prevalence of child chronic health conditions Parental smoking in home environment 	<p>Primary Indicator: Language and communication scale from Ages and Stages Questionnaire (ASQ-3)</p> <p>Secondary indicators:</p> <ul style="list-style-type: none"> Tools for targeted populations, including: McArthur communicative development inventory and adaptations; Communication Trust Progress tools and checklist; Wellcomm speech and language toolkit. Measure of cognitive development for young children in care. 	<p>Primary Indicator: Ages and Stages Questionnaire- Social and Emotional development (ASQ-SE)</p> <p>Secondary indicators:</p> <ul style="list-style-type: none"> School readiness PHOF measure SDQ and BITSEA as child outcomes for targeted interventions Measures for parenting and parent-child relationships- (PSC and PCRI) Measures for social support, alcohol and drug use, parental mental ill health and domestic abuse

Appendix 7 Strategic Planning for Prevention Framework



Appendix 8 Financial Profile

