



Blackpool Better Start  
**Annual Dashboard  
Report**  
YEAR 8 2022-23



**Blackpool Better Start**

Supporting Families, **Improving Outcomes**



**Blackpool Better Start**

# Contents

---

Introduction	2
Outcomes and Drivers	3
Year 8: 2022-2023	4
A: Programme Delivery	5
A1: Active Project Highlights	6
A2: Beneficiaries	7
A3: Programme Reach	8
B: Community Development Highlights	10
C: Workforce and Volunteers Highlights	11
D: Diet and Nutrition Outcomes	12
E: Social and Emotional Development Outcomes	15
F: Speech Language and Communication Outcomes	19
G: Drivers	21
Better Start Timeline Year 8 2022-23	25

# Introduction

---

The **Blackpool Better Start** Partnership is committed to improving outcomes for babies and young children in three key developmental outcome areas:

- **Speech, language and communication**
- **Social and emotional development**
- **Diet and nutrition**

Focusing on systems change and implementing long lasting improvements to early years services town wide, the National Lottery Community Fund investment has supported the partnership to provide Blackpool communities with the right services, tools and advice that they need to have healthy pregnancies, support children through their first 1001 days and to be ready for school.

The collection of good quality data and evidence are at the heart of **Blackpool Better Start** ensuring that the interventions delivered meet the needs of communities and impact is demonstrated and shared. This 8<sup>th</sup> Annual Dashboard presents a summary of:

- the activities undertaken within the year,
- who has benefited from services,
- training and development of the Early Years workforce,
- an overview of the population level Outcomes and Drivers.

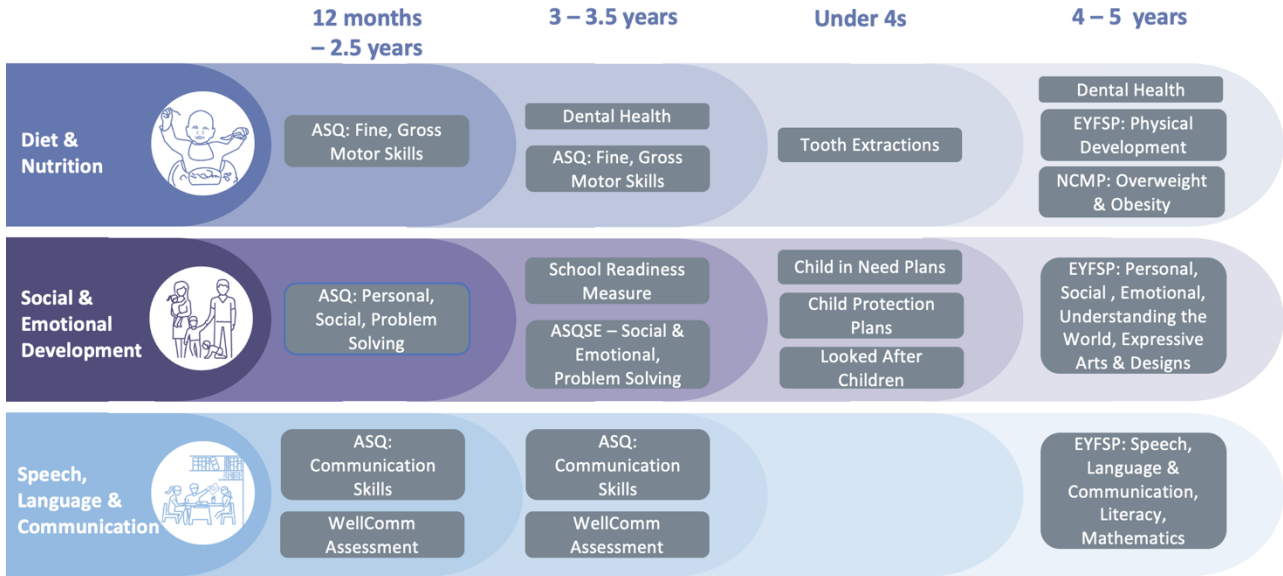
The **Better Start Outcomes** reported in this dashboard were selected as indicators which measure child outcomes within the three overarching areas. **The Drivers**, being indicators, which contribute towards child outcomes. All indicators were chosen at the beginning of the funded period and some indicators used new measures which did not have baselines pre-2018.

**To Note:** Several indicators are based on the Ages and Stages Questionnaire (ASQ) collected through Health Visitor contacts to measure child development outcomes. The questionnaire covers five domains of child development: communication, gross motor skills, fine motor skills, problem solving and personal-social development. Children are assessed to be at, below or above the expected level of development. The tool has been reported locally and nationally to have data quality issues and variabilities, particularly during the pandemic, the methods undertaken to administer the questionnaire, therefore comparability can be challenging, and the data should be interpreted with caution.

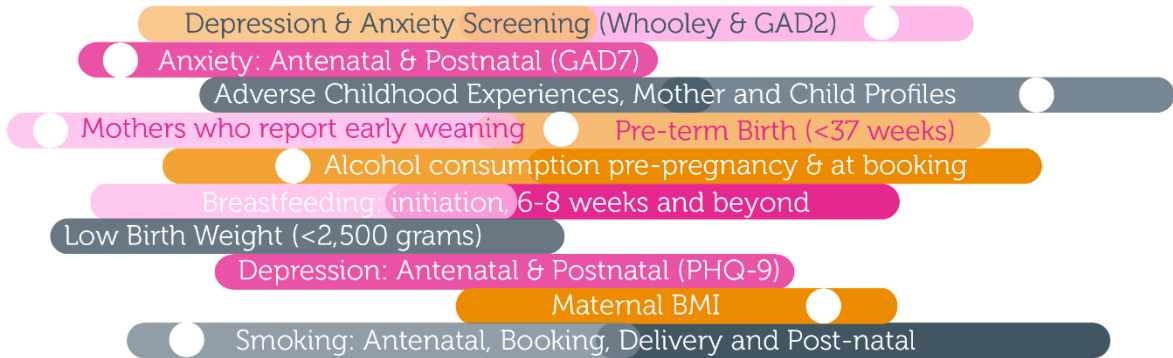
There were some indicators not routinely collected or collected from smaller samples during Covid which additionally impacts on the data presented. Systems changes in health and social care over the 8 years, have led to different data classifications being used or data not being exactly comparable, these changes are identified and could result in data being indicative rather than conclusive.

# Outcomes and Drivers

## Outcomes



## Drivers



# Year 8: 2022-2023

---

Through Year 8 the disruption to service delivery from the pandemic has been stabilised and services have been able to reinstate their pre-pandemic delivery methods. However, the lasting impact for children and families and the compounding cost-of-living crisis has increased vulnerabilities and challenges for our families.

In response, **Community Connectors** have worked with partners to provide families with practical support to mitigate the impact of poverty. One example of this is supporting families to access the government benefits they are entitled to such as Healthy Start Vouchers, where a **9%** increase in families accessing the scheme is reported. The Connectors supported **1053 parents** a total of **1641 times** over the year and increasingly this is support and signposting to services around the cost of living. The launch of Family Hubs and seamless support for new families to access the 'Start for Life' offer has strengthened the services available for families and the Connectors are a key part of the new developments, with the roles being replicated and embedded within Family Hubs.

The 8<sup>th</sup> Annual Conference, *Tackling Poverty, Changing Childhoods*, shone the spotlight on the impact of poverty on early child development and **821 delegate** registered. A co-produced film by Blackpool parents framed the conversation and included recommendations for the workforce on how to talk about poverty with families. Over the year, the learning from Blackpool Better Start has been shared at influential conferences including, The Institute of Health Visiting, The International Marce Society for Perinatal Mental Health, National Centre for Family Hubs, The Royal Society of Medicine, and British Early Childhood Education Research Association.

The co-productive way of working has increased during the year and several areas of work including service development, consultation on evaluations, creation of training courses, development of leaflets and participant information, and effective methods of disseminating information have been undertaken. The team of parents supporting this work has grown and there are now **12 employed** lived experience sessional workers.

In June 2022 partners joined together across the town for the first **Blackpool Baby Week** - coinciding with *Infant Mental Health Awareness Week* - and both community and workforce events were delivered. Training sessions raising awareness of the importance of building relationships with unborn babies and the impact of early trauma, provided professionals guidance on supporting parents to develop healthy relationships. In addition, a timetable of **18 events** and a keepsake pregnancy record and activity card were produced and distributed to **330 families**.

In July 2022 **Ready Steady School** sessions were piloted with two schools. Children identified as needing additional support were offered 8 weeks of sessions with their parents to support the transition. The successful scheme will be expanded for the 2023 September cohort of school starters.

The year ended with the launch of the **Specialised Parent-Infant Relationship Team** in March 2023. Through the design process of the service the current use of outcome measures within parent-infant relationship services was reviewed and out of this a nationally and locally relevant report was published. *Measuring What Matters* has been recognised as an influential piece of work and cited in the *UNICEF Toolkit, Understanding and Supporting Mental Health in Infancy and Early Childhood*.

# A: Programme Delivery

During Year 8, there were **37 funded** services delivered across the town within the project areas below. Additionally, there continues to be development on new universal services and targeted services to ensure additional support to those who need the most support.

## Project Areas



## Projects in Development

- HENRY Oral Health Support
- Blackpool Dads Peer Support Group
- Early Parenthood Service
- Born into Care

## Services Scaled-up

- Baby Steps
- Birth Registration Service

## Ended Services

- Early Years Quality Mark
- Target Word

## Sustained Services

- Fathers Read Every Day (FRED)
- Baby Rover
- Baby Buddy App
- Superbabies Campaign

## A1: Active Project Highlights

**6932** Children 0-3 receiving the Enhanced Health Visiting Service



**381**

Attending Early Years Sessions



**240**

Families engaging with the HENRY Infant Feeding Service



**287**

Families attending the Baby Steps Antenatal Service

**144** Children attending Speech and Language support

**60** Couples accessing 'For Baby's Sake'

**71** Mothers receiving FNP in the Better Start Wards

**44** Parents attending 'EPEC Being A Parent' Courses

**30** Parents engaging with 'Video Interaction Guidance'

## A2: Beneficiaries

A beneficiary for the purpose of this report is defined as a Pregnant Woman or Child aged 0-3 who has accessed a National Lottery Community funded service. The scale up of Better Start funded activities across Blackpool is shown through the reach of services in both the Better Start Wards and non-Better Start Wards.

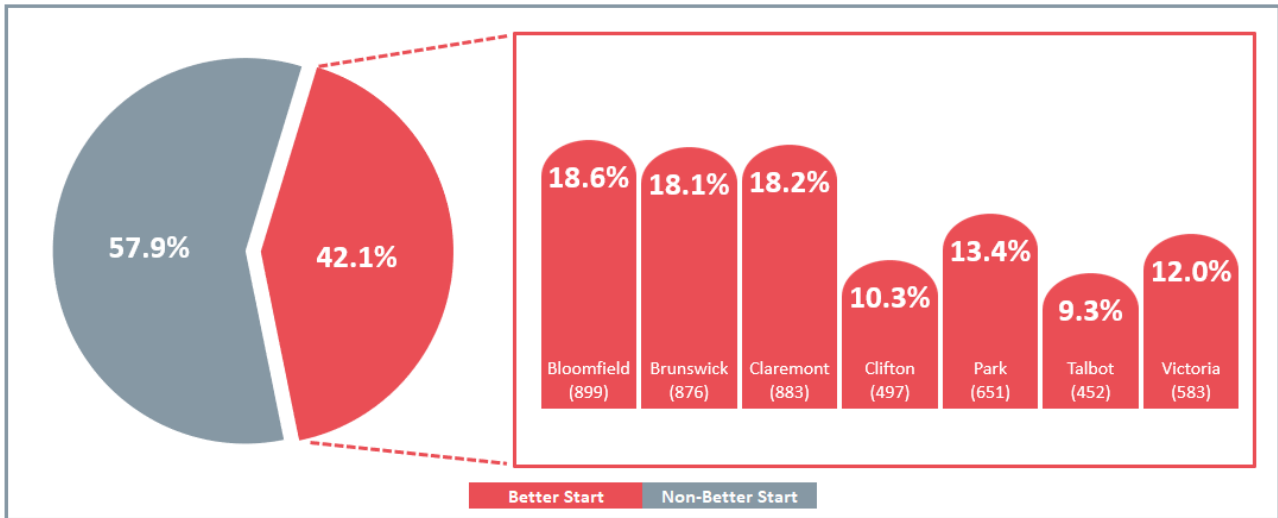


Figure A2.1: Primary Beneficiaries by Ward, Year 8

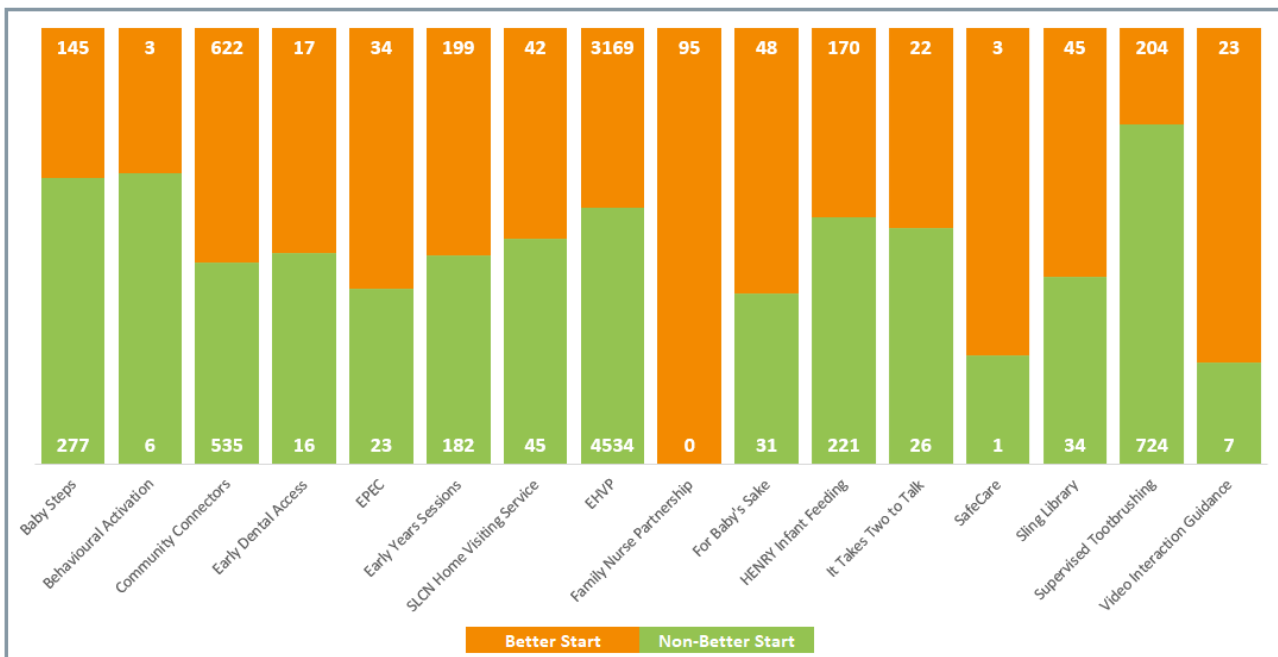


Figure A2.2: Number of Primary Beneficiaries by Intervention, Year 8



## A3: Programme Reach

Unique beneficiaries are linked together across all targeted National Lottery Community Fund funded services where identifiable data is collected. Since the launch of Better Start in April 2015 our services, including the Enhanced Health Visiting Service Contacts, have reached **41% of pregnant women** and **75.6% of children aged 0-3**.

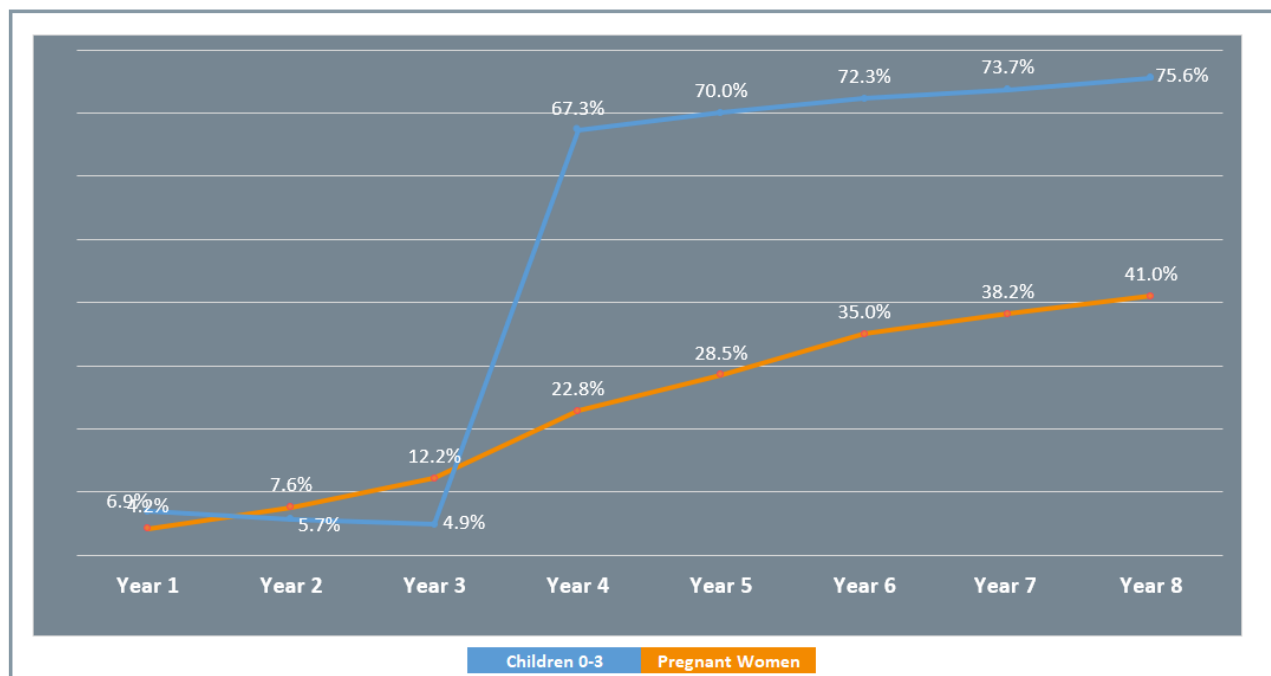


Figure A3.1: Cumulative reach of services to unique beneficiaries, Year 8

In Year 8 there were **1982 unique beneficiaries**, **310 Pregnant Women** and **1672 Children aged 0-3** accessing funded services, in addition to the contacts provided universally from Health Visitors. 37% of children in the Better Start Wards accessed funded services in contrast to 22% of children living in the non-Better Start Wards.

	Bloomfield	Brunswick	Claremont	Clifton	Park	Talbot	Victoria	Non-Better Start	Total
Unique Intervention Beneficiaries	18	17	33	15	20	18	16	173	310
Pregnant Women in Year	163	120	179	96	97	91	105	1061	1912
% of population reached	11%	14%	18%	16%	21%	20%	15%	16%	16%

Figure A3.2: Reach of Pregnant Women, Year 8

	Bloomfield	Brunswick	Claremont	Clifton	Park	Talbot	Victoria	Non-Better Start	Total
Unique Intervention Beneficiaries (excluding Health Visitor Contacts)	162	160	173	102	138	78	90	769	1672
Unique Intervention Beneficiaries (Including Health Visitor Contacts)	545	427	524	314	403	262	375	4082	6932
Total Children 0-3 as at end of March 2023	471	358	482	280	337	202	325	3444	5899
Babies born in year 22/23	110	77	122	64	77	60	72	807	1389
% of population reached (excluding Health Visitor Contacts)	34%	45%	36%	36%	41%	39%	28%	22%	28%

Figure A3.3 Reach of services to Children aged 0-3, Year 8

# B: Community Development Highlights

**1641** Parents accessing support through Community Connectors



**1744**

Families attending

**284** Park Ranger Events



**1100**

Vitamin packs given to pregnant women and children



**1383**

Total resource packs distributed to families

**618** Families receiving New Parent Packs

**418** Families receiving Toddler Packs

**111** Families receiving Getting Ready for School Packs

**178** Families receiving Speech & Language Support Packs

**58** Families receiving Oral Health Support Packs

**2174** families accessing early years sessions at **335** library events

**494** Children 0-3 attending **73** Forest School Events

**2206** individuals attending **186** Parent Ideas Factory Events

**332** Families receiving Winter Advocacy Support **43** Male carers supported by Dads Connector

**274** Baby books given to pregnant couples **12** Street to Scale projects activated by the community

**1564** School Readiness books given to children

**3105** Total Books gifted **33** Children accessing Early Dental Access Support

# C: Workforce and Volunteers Highlights

3996

Total participants at Training and Development Sessions



1079

Cumulative Volunteer Hours



381

Blackpool workforce registering with the Brain Certification Course



821

Registrations for Annual Conference

446

Attendees at Brain Game Sessions

146

Students at Blackpool and The Fylde College receiving Better Start Training

137

Attendees at 'Introduction to Early Child Development'

221

Training and Development Sessions for Workforce and Volunteers

486

Receiving Trauma Informed Training

51

Volunteers

# D: Diet and Nutrition Outcomes

## ASQ Fine Motor Skills

Percentage of children who reached expected level of development in ASQ Measure at age 12 months

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	93.1	91.5	93.2	91.4	93.4	
Non Better Start Ward	94.1	95.6	89.6	91.9	94.9	
Blackpool	93.8	94.0	90.9	91.7	94.3	

Percentage of children who reached expected level of development in ASQ Measure at age 2 - 2<sup>1</sup>/<sub>2</sub> years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	92.8	91.3	84.5	88.5	82.0	
Non Better Start Ward	94.8	93.3	84.1	92.6	90.3	
Blackpool	94.0	92.5	84.3	91.0	87.1	

Percentage of children who reached expected level of development in ASQ Measure at age 3 - 3<sup>1</sup>/<sub>2</sub> years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	83.9	87.3	78.8	88.1	81.9	
Non Better Start Ward	89.0	91.5	75.7	91.4	89.3	
Blackpool	87.1	89.8	76.9	90.1	86.5	

Figure D1: ASQ Fine Motor Skills

## ASQ Gross Motor Skills

Percentage of children who reached expected level of development in ASQ Measure at age 12 months

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	77.6	75.2	83.0	76.5	77.8	
Non Better Start Ward	79.6	79.8	78.3	82.2	81.0	
Blackpool	78.9	78.1	80.1	80.0	79.6	

Percentage of children who reached expected level of development in ASQ Measure at age 2 - 2<sup>1</sup>/<sub>2</sub> years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	91.9	90.9	84.9	87.7	82.0	
Non Better Start Ward	94.3	92.3	83.0	92.8	88.7	
Blackpool	93.4	91.8	83.7	90.8	86.1	

Percentage of children who reached expected level of development in ASQ Measure at age 3 - 3<sup>1</sup>/<sub>2</sub> years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	82.3	87.3	80.4	89.7	84.1	
Non Better Start Ward	90.8	91.5	75.2	92.3	90.4	
Blackpool	87.7	89.8	77.2	91.3	88.0	

Figure D2: ASQ Gross Motor Skills

Oral health data indicates a rise in the number of children who have had teeth extracted under general anaesthetic, *figure D3*. This is likely to be correlated with the drop in families registered with dentists, *figure G1.2*. Due to the pandemic, there has not been an Oral Health Surveys of three-year-olds since the 2020 publication. The latest survey of five-year-olds, published 2023, indicated that there has been little improvement in the number of children who have decayed or missing teeth across Blackpool and the rate is still 30% higher than the national average<sup>1</sup>, *figure D4*.

### Tooth Extractions

**NB:** Data for the entirety of Year 8 is unavailable due to change in data system. These figures are across Q2 to Q4

Percentage of children under 4 having tooth extractions under general anaesthetic

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	0.6	0.0	0.0	0.2	0.7	
Non Better Start Ward	0.3	0.0	0.0	0.2	0.3	
Blackpool	0.4	0.0	0.0	0.2	0.5	

Figure D3: Tooth Extractions

### Oral Health Surveys

Children reported as having decayed or missing teeth at 3 years

	2013	2020	Trend
Average d3mft (including incisors)	0.6	0.7	
% with decay experience	16.9	20.0	
Average d3mft in those with decay experience	3.2	3.3	

Children reported as having decayed or missing teeth at 5 years

	2012	2015	2017	2019	2022	Trend
Average d3mft (including incisors)	1.8	1.8	1.0	1.2	1.1	
% with decay experience	40.2	42.5	24.9	33.4	31.2	
Average d3mft in those with decay experience	4.5	4.3	3.9	3.4	3.4	

Figure D4: Blackpool Oral Health Survey

The latest NCMP (National Child Measurement Programme) data shows that there is a decrease of 13% in children at reception classified as overweight or obese, *figure D5*, this trend is seen also in the national data<sup>1</sup> where the prevalence in Reception children has decreased by 4.3%. However, it is still more likely for children living in the most deprived areas to be categorised as obese compared with those living in the least deprived areas.

### Children classified as overweight or obese

Prevalence of excess weight (including obesity) among children in Reception

	Yr4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	30.3	29.5	28.0	38.6	25.5	
Non Better Start Ward	25.1	28.2	29.2	35.5	27.0	
Blackpool	27.2	28.7	28.7	36.8	26.4	

Figure D5: Children classified as overweight or obese

There appears to be a reduction in the number of children meeting the expected levels of development in the EYFS Profiles, both across all early learning goals (ELGs) and within the seven areas of learning *figures D6, E6-8, F3/4*. In September 2021, the EYFS was reformed to consist of 17 ELGs across seven areas of learning, although these are similar to the categorisations prior to the reforms it is not possible to directly compare the 2021/22 assessment outcomes to previous years.

<sup>1</sup> [Child and Maternal Health - OHID \(phe.org.uk\)](https://phe.org.uk)



## EYFSP Physical Development

**NB:** The EYFSP framework was not conducted in Years 6 and 7 due to COVID-19 and the framework changed in Year 8

Percentage of children aged 4/5 achieving at least expected across all EYFSP Physical Development Learning Goals




	Yr 2	Yr 3	Yr 4	Yr5	Yr8	Trend
Better Start Ward	82.0	81.3	78.9	81.6	78.2	
Non Better Start Ward	88.7	87.3	86.4	87.4	83.1	
Blackpool	85.5	85.0	83.5	85.3	81.3	

Figure D6: EYFSP Physical Development

# E: Social and Emotional Development Outcomes

The ASQ data shows, across the social and emotional domains, that there are more children at 12 months reaching the expected level of development than those assessed at the later time points, *figure E1 and E2*, and that the percentage is positively at or exceeding the pre pandemic rates. Nationally, the ASQ is only mandated at the 2-2.5-year check, the latest published data being 21/22 (Yr7). Across all five domains 81% of children nationally reached the expected level of development, this drops to 79% in the North West and 75% in Blackpool<sup>2</sup>. Within each of the domains there are variations in the number of children that reach the expected levels of development. However, across all domains in 22/23 (Yr8) it does appear that the social and emotional development domains has seen the larger fall of children not meeting the expected level of development, *figure E1 and E2*.

## ASQ Problem Solving

Percentage of children who reached expected level of development in ASQ Measure at age 12 months

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	93.3	91.5	93.2	91.4	93.4	
Non Better Start Ward	94.1	95.6	89.6	91.9	94.9	
Blackpool	93.8	94.0	90.9	91.7	94.3	

Percentage of children who reached expected level of development in ASQ Measure at age 2 - 2<sup>1</sup>/<sub>2</sub> years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	92.8	91.3	84.5	88.5	82.0	
Non Better Start Ward	94.8	93.3	84.1	92.6	90.3	
Blackpool	94.0	92.5	84.3	91.0	87.1	

Percentage of children who reached expected level of development in ASQ Measure at age 3 - 3<sup>1</sup>/<sub>2</sub> years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	83.9	87.3	78.8	88.1	81.9	
Non Better Start Ward	89.0	91.5	75.7	91.4	89.3	
Blackpool	87.1	89.8	76.9	90.1	86.5	

Figure E1: ASQ Problem Solving

<sup>2</sup> [Child and Maternal Health - Data - OHID \(phe.org.uk\)](https://phe.org.uk)



## ASQ Personal Social

Percentage of children who reached expected level of development in ASQ Measure at age 12 months

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	93.3	89.8	91.1	91.2	91.9	
Non Better Start Ward	94.4	94.8	89.7	90.9	93.2	
Blackpool	94.0	92.9	90.2	91.0	92.7	

Percentage of children who reached expected level of development in ASQ Measure at age 2 - 2<sup>1</sup>/<sub>2</sub> years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	91.4	89.0	82.6	83.6	77.8	
Non Better Start Ward	94.0	91.0	82.9	88.8	86.9	
Blackpool	93.0	90.2	82.8	86.8	83.3	

Percentage of children who reached expected level of development in ASQ Measure at age 3 - 3<sup>1</sup>/<sub>2</sub> years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	80.6	85.1	79.0	87.5	78.0	
Non Better Start Ward	87.2	90.2	75.0	89.4	88.0	
Blackpool	84.8	88.2	76.5	88.6	84.2	

Figure E2: ASQ Personal Social Skills

Blackpool continues to have the third highest rate of Child in Need (CIN) plans in the country, the number of children under 5 across Blackpool on CIN plans has increased this year, *figure E4*, however there is a small decrease in the number of plans where the identified need is abuse or neglect. Across Blackpool there has been an increase across all age groups where the most frequent identified need is the mental health of the parent, or domestic abuse where the parent was the victim<sup>3</sup>.

The number of Looked After Children which the Local Authority is the Corporate Parent (Our Children) remains five times higher than the national and regional levels However, there has been a reduction in all age groups since the peak in 2020, although this is seen to a lesser extent in very young children<sup>3</sup>.

## Child in Need Plans

*NB: The way the data is reported changed in December 2020.*

Percentage of the under 5s population who are subject to a Child in Need Plan.

	Yr4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	1.7	1.1	5.2	4.7	5.4	
Non Better Start Ward	0.9	0.7	2.0	2.0	2.1	
Blackpool	1.4	0.9	3.2	3.0	3.3	

Percentage of the under 5s who are subject to a Child in Need Plan under the Category of Abuse or Neglect

	Yr4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	1.1	0.9	1.9	1.4	1.2	
Non Better Start Ward	0.8	0.6	0.7	0.7	0.6	
Blackpool	1.0	0.7	1.1	1.0	0.8	

Figure E3: Child in Need Plans

<sup>3</sup> <https://www.blackpoolsna.org.uk/Developing-Well/Children-and-young-peoples-wellbeing/Looked-After-Children-Children-in-Need.aspx>

## Child Protection Plans

**NB:** The way the data is reported changed in December 2020.

### Percentage of the under 5s population who are subject to a Child Protection Plan

	Yr4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	2.2	2.3	2.7	2.1	3.0	
Non Better Start Ward	1.3	1.1	1.2	1.1	0.9	
Blackpool	1.8	1.6	1.7	1.4	1.7	

### Percentage of the under 5s who are subject to a Child Protection Plan under the Categories of Abuse or Neglect.

**NB:** A Child Protection Plan can come under more than one category and there are 4 categories for abuse and neglect (i.e. Emotional Abuse, Physical Abuse, Sexual Abuse and Neglect)

	Yr4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	2.6	2.8	3.2	2.6	3.3	
Non Better Start Ward	1.1	1.1	1.2	1.1	1.0	
Blackpool	1.9	1.8	2.0	1.6	1.9	

Figure E4: Child Protection Plans

## Our Children

### Previously Looked After Children

**NB:** The way the data is reported changed in December 2020.

### Percentage of the under 5s population who are registered as a Looked After Child

	Yr4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	2.4	3.1	3.1	3.5	2.5	
Non Better Start Ward	0.8	1.1	1.3	1.1	1.1	
Blackpool	1.6	1.9	2.0	2.0	1.6	

Figure E5: Looked After Children

## EYFSP All Early Learning Goals

**NB:** The EYFSP framework was not conducted in Years 6 and 7 due to COVID-19 and the framework changed in Year 8

### Percentage of children aged 4/5 achieving at least expected level across all Early Learning Goals

	Yr 2	Yr 3	Yr 4	Yr5	Yr8	Trend
Better Start Ward	59.0	59.0	60.5	61.8	58.1	
Non Better Start Ward	66.6	68.9	70.4	69.8	67.0	
Blackpool	63.2	65.1	66.5	66.9	63.7	

Figure E6: EYFSP All Early Learning Goals (ELGs)

## EYFSP Personal, Social and Emotional Development

**NB:** The EYFSP framework was not conducted in Years 6 and 7 due to COVID-19 and the framework changed in Year 8

### Percentage of children aged 4/5 achieving at least expected across all EYFSP Personal, Social and Emotional Development Learning Goals

	Yr 2	Yr 3	Yr 4	Yr5	Yr8	Trend
Better Start Ward	78.6	76.7	78.9	80.2	77.0	
Non Better Start Ward	84.4	86.3	84.7	84.1	83.0	
Blackpool	81.7	82.6	82.5	82.7	80.8	

Figure E8: EYFSP Personal, Social and Emotional Development

## EYFSP Understanding the World

*NB: The EYFSP framework was not conducted in Years 6 and 7 due to COVID-19 and the framework changed in Year 8*

Percentage of children aged 4/5 achieving at least expected across all EYFSP Understanding the World Learning Goals

	Yr 2	Yr 3	Yr 4	Yr5	Yr8	Trend
Better Start Ward	77.2	73.8	72.6	73.8	64.2	
Non Better Start Ward	83.2	84.6	82.7	83.3	78.4	
Blackpool	85.9	80.5	78.9	79.9	73.2	

Figure E7: EYFSP Understanding the World

## EYFSP Expressive Arts and Design

*NB: The EYFSP framework was not conducted in Years 6 and 7 due to COVID-19 and the framework changed in Year 8*

Percentage of children aged 4/5 achieving at least expected across all EYFSP Expressive Arts and Design Learning Goals

	Yr 2	Yr 3	Yr 4	Yr5	Yr8	Trend
Better Start Ward	80.4	79.6	78.3	79.5	76.7	
Non Better Start Ward	86.5	87.0	87.7	86.6	86.7	
Blackpool	86.4	84.2	84.1	84.1	83.1	

Figure E8: EYFSP Expressive Arts and Design

# F: Speech Language and Communication Outcomes

The WellComm Assessment is undertaken in Blackpool through Health Visiting as an additional measure to the statutory ASQ, providing a more nuanced understanding of children’s speech and language needs. The measure was undertaken at the 12 month contact with 90% of children, 68% at 2 years, and 70% at 3 years. The data indicates that there has been a decline at all time points of the number of children reaching the expected level of development within the Better Start Wards, and across Blackpool in all but the 2-2.5-year assessment. This contrasts with the ASQ measure which indicates that there has been an improvement with more children reaching the expected level of development at both 12 months and 3-3.5 years and not at the 2-2.5-year check. As the WellComm is not undertaken universally this could be a reason for the difference. The WellComm also specifically looks at language development whereas the ASQ covers multiple domains and therefore the WellComm is arguably more targeted in the assessment.

Options are still being explored for a measure of School Readiness which can be universally undertaken to monitor the impact of town wide approaches to support families and children to be ready for school. This work will continue into year 9 where it is hoped a baseline can be established.

## ASQ Communication

Percentage of children who reached expected level of development in ASQ Measure at age 12 months

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	93.7	92.4	94.4	92.4	94.1	
Non Better Start Ward	94.3	95.7	89.7	92.3	94.5	
Blackpool	94.0	94.5	91.5	92.3	94.3	

Percentage of children who reached expected level of development in ASQ Measure at age 2 - 2½ years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	83.6	79.7	77.0	75.0	70.4	
Non Better Start Ward	87.0	86.1	77.9	82.5	82.3	
Blackpool	85.7	83.6	77.6	79.6	77.7	

Percentage of children who reached expected level of development in ASQ Measure at age 3 - 3½ years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	74.2	81.8	78.43	84.0	86.6	
Non Better Start Ward	86.2	87.0	74.09	89.6	93.2	
Blackpool	81.9	84.9	75.78	87.4	90.8	

Figure F1: ASQ Communication Skills

## Wellcomm Assessment

Percentage of children undertaking the Wellcomm Assessment who reached the expected level of speech, language and communication at age 12 months

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	92.3	91.3	86.6	92.3	87.0	
Non Better Start Ward	90.1	91.3	87.6	91.2	88.9	
Blackpool	90.9	91.3	87.3	91.6	88.1	

Percentage of children undertaking the Wellcomm Assessment who reached the expected level of speech, language and communication at age 2 / 2 1/2 years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	63.7	62.8	70.8	61.1	60.9	
Non Better Start Ward	69.7	63.4	74.6	68.7	74.7	
Blackpool	67.4	63.2	73.3	66.1	69.8	

Percentage of children undertaking the Wellcomm Assessment who reached the expected level of speech, language and communication at age 3 / 3 1/2 years

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	68.9	81.7	92.5	87.8	83.6	
Non Better Start Ward	86.0	89.4	90.0	93.8	90.8	
Blackpool	80.2	86.4	91.1	91.8	88.4	

Figure F2: Wellcomm Assessment

## EYFSP Speech, Language and Communication

**NB:** The EYFSP framework was not conducted in Years 6 and 7 due to COVID-19 and the framework changed in Year 8

Percentage of children aged 4/5 achieving at least expected across all EYFSP Speech, Language and Communication Learning Goals

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	80.4	79.6	78.3	79.5	72.0	
Non Better Start Ward	86.5	87.0	87.7	86.6	80.0	
Blackpool	86.4	84.2	84.1	84.1	77.1	

Figure F3: EYFSP Speech, Language and Communication

## EYFSP Mathematics

**NB:** The EYFSP framework was not conducted in Years 6 and 7 due to COVID-19 and the framework changed in Year 8

Percentage of children aged 4/5 achieving at least expected across all EYFSP Mathematics Learning Goals

	Yr 2	Yr 3	Yr 4	Yr5	Yr8	Trend
Better Start Ward	71.8	67.9	75.3	70.5	68.0	
Non Better Start Ward	76.2	78.0	81.6	75.4	76.4	
Blackpool	73.7	74.2	79.2	73.6	73.3	

Figure F4: EYFSP Mathematics

# G: Drivers

OHID public health data estimates that in 2020/2021 there were 18.4% of children living in absolute low-income families in Blackpool and 24% in relative low-income families, which is significantly higher than the national averages.<sup>4</sup> The impact of living in poverty will affect many of the child outcomes presented, the drivers give us insight into the family and household around the child and the significance of the increasing challenges for families is seen.

## Oral Health Indicators (Brushing)

Percentage of children whose teeth are brushed per guidelines as at the 12 months check

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	90.9	87.6	90.0	90.8	90.2	
Non Better Start Ward	93.7	92.8	92.0	94.2	93.6	
Blackpool	92.7	90.9	91.2	92.9	92.2	

Percentage of children whose teeth are brushed per guidelines as at the 2 / 2 ½ year check

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	92.3	96.1	92.5	91.8	89.3	
Non Better Start Ward	95.9	94.0	93.7	93.9	94.7	
Blackpool	94.5	94.8	93.2	93.1	92.6	

Percentage of children whose teeth are brushed per guidelines as at the 3 / 3 ½ year check

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	94.3	94.2	92.5	93.5	90.5	
Non Better Start Ward	97.9	95.1	95.6	94.9	96.1	
Blackpool	96.7	94.8	94.4	94.4	94.0	

Figure G1.1: Oral Health Indicators (Brushing)

## Oral Health Indicators (Dental Registration)

Percentage of children who have teeth at the 12 month check who are registered with a dentist

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	49.9	51.7	41.0	32.0	29.1	
Non Better Start Ward	66.5	60.4	49.3	43.6	40.4	
Blackpool	60.3	57.2	46.1	39.1	35.6	

Percentage of children who are recorded as being registered with a dentist as at the 2 / 2 ½ year check

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	46.4	64.4	62.8	51.5	32.1	
Non Better Start Ward	57.4	74.9	69.4	63.5	54.8	
Blackpool	53.2	70.9	67.0	58.9	46.0	

Percentage of children who are recorded as being registered with a dentist as at the 3 / 3 ½ year check

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	56.5	64.4	67.8	59.6	25.0	
Non Better Start Ward	76.1	73.8	73.5	69.7	40.0	
Blackpool	69.0	70.1	71.3	65.8	34.3	

Figure G1.2: Oral Health Indicators (Dental Registration)

Due to changes to the maternity data systems the data presented in *figure G2-5/10* and booking data in *figures G6-8* is only collated across three quarters therefore should be cautiously considered.

<sup>4</sup> Office for Health Improvement and Disparities (OHID) Child and Maternal Health Profiles - <https://fingertips.phe.org.uk/profile/child-health-profiles>

## Smoking

Percentage of pregnant women reporting smoking prior to booking

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	54.1	50.4	50.3	46.7	41.5	
Non Better Start Ward	37.2	33.9	36.1	34.8	32.5	
Blackpool	43.1	40.2	41.6	39.5	36.6	

Percentage of pregnant women reporting still smoking at time of booking

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	39.4	37.4	37.9	30.5	29.9	
Non Better Start Ward	21.4	19.7	20.6	17.4	21.9	
Blackpool	27.7	26.5	27.4	22.6	25.5	

Percentage of pregnant women reporting smoking at time of delivery

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	34.2	34.4	31.3	30.5	13.4	
Non Better Start Ward	19.8	17.0	16.0	15.4	6.9	
Blackpool	25.2	23.5	21.8	21.1	9.7	

Figure G2: Smoking Indicators

Over the eight years of funding there has been a decline, as seen nationally, in the number of births. This year there were 1389 babies born which is a 13% reduction on the previous year. The number of babies with low birth weight and before 37 weeks, *figure G3 and G4*, is higher than the national and regional averages and both have increased in year 8.<sup>3</sup> Although there has been a positive decline in the number of women smoking at time of delivery, *figure G2*, mothers identifying mental health problems in pregnancy has increased, *figure G6*, as has mothers with a BMI over 35, *figure G10*, which could both contribute to these poorer birth outcomes.

## Low Birth Weight (<2,500 grams)

Percentage of full term babies born with a birth weight lower than 2,500 grams

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	10.2	11.0	13.1	10.3	10.7	
Non Better Start Ward	8.3	8.2	7.9	8.1	8.6	
Blackpool	9.0	9.2	9.9	8.9	9.5	

Figure G3: Low Birth Weight

## Pre-term birth (<37 weeks)

Percentage of babies born who were born before 37 weeks gestation

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	11.2	11.2	11.6	11.8	13.6	
Non Better Start Ward	9.9	8.9	8.7	8.4	11.7	
Blackpool	10.4	9.8	9.8	9.7	12.5	

Figure G4: Pre-term Birth

## Alcohol Consumption

Percentage of pregnant women at booking who reported that they consumed alcohol pre-pregnancy

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	68.4	67.3	59.8	54.8	19.2	
Non Better Start Ward	80.7	75.8	69.2	70.0	27.1	
Blackpool	76.4	72.6	65.5	64.0	23.5	

Percentage of pregnant women at booking who reported that they continue to consume alcohol at any level

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	12.5	1.0	0.1	0.6		
Non Better Start Ward	15.8	0.6	0.1	1.3		
Blackpool	14.6	0.8	0.1	1.0		

Figure G5: Alcohol Consumption Indicators



Maternal mental health appears to be poorer, a larger percentage of women at the 6-8 week check (EVI3) across Blackpool experiencing anxiety (23% increase) or depression (17% increase) than in previous years. Although there has been an increase in comparison to previous years, there is a reduction in both areas than women identifying anxiety and depression at the beginning of their pregnancy *figure G7 and G8* which is positive.

### Depression and Anxiety Screening (Whooley and GAD2)

Percentage of pregnant women, at booking, who when undertaking the Whooley and GAD2 screening tools were then asked to complete the GAD7 or PHQ9 due to concerns

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	3.1	2.7	3.5	3.9	12.0	
Non Better Start Ward	3.3	3.5	2.5	2.8	9.0	
Blackpool	3.2	3.2	2.9	3.2	10.4	

Figure G6: Depression and Anxiety Screening Indicators

### Anxiety

Percentage of pregnant women who completed GAD7 whose score at booking indicates they suffer from moderate to severe anxiety

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	78.3	72.2	70.0	75.0	68.0	
Non Better Start Ward	76.1	76.3	84.0	72.0	77.3	
Blackpool	76.8	75.0	77.8	73.3	72.3	

Percentage of women who completed GAD7 whose postnatal score at EIV3 indicates they suffer from moderate to severe anxiety

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	55.6	60.0	55.0	31.3	73.3	
Non Better Start Ward	54.5	37.5	45.7	40.9	52.0	
Blackpool	55.0	47.7	49.1	36.8	60.0	

Figure G7: Anxiety Indicators

### Depression

Percentage of pregnant women who completed PHQ9 whose score at booking indicates they suffer from moderate to severe depression

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	87.0	77.8	75.0	65.0	64.9	
Non Better Start Ward	72.3	84.2	76.0	76.0	61.0	
Blackpool	77.1	82.1	75.6	71.1	62.9	

Percentage of women who completed GAD7 whose postnatal score at EIV3 indicates they suffer from moderate to severe depression

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	47.6	55.0	66.7	47.1	60.0	
Non Better Start Ward	22.7	25.9	52.9	37.5	57.1	
Blackpool	34.9	38.3	57.7	41.5	58.3	

Figure G8: Depression Indicators

There have been positive increases in the number of women initiating breastfeeding and continuing to feed at 6-8 weeks, *figure G9*. The number of women maintaining this has not seen the same positive trend, with less women breastfeeding by 6 months. There has been a positive 13% reduction in the number of babies being weaned before 6 months, but an increase in the number of babies weaned before 3/4 months in the Better Start wards, *figure G12*.



## Breastfeeding

Percentage of pregnant women who initiated breastfeeding within 48 hours of delivery

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	53.4	51.0	51.1	53.6	67.0	
Non Better Start Ward	64.5	63.5	61.6	59.5	69.2	
Blackpool	60.3	58.9	57.6	57.3	68.3	

Percentage of babies being breastfed (partially or exclusively) at 6-8 weeks visit

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	21.9	20.6	22.8	24.7	28.7	
Non Better Start Ward	24.1	28.5	27.5	29.7	27.0	
Blackpool	23.3	25.5	25.7	27.7	27.7	

Percentage of babies being breastfed (partially or exclusively) at 3-4 months visit

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	14.8	14.4	19.2	19.0	17.5	
Non Better Start Ward	18.0	20.5	21.3	24.2	21.2	
Blackpool	16.8	18.2	20.5	22.2	19.8	

Percentage of babies being breastfed (partially or exclusively) at 12 months visit

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	8.3	8.3	12.7	10.0	10.5	
Non Better Start Ward	8.9	10.8	13.2	14.3	13.5	
Blackpool	8.7	9.9	13.0	12.7	12.2	

Figure E9: Breastfeeding Indicators

## Maternal BMI

Percentage of mothers whose BMI was greater or equal to 35 at booking

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	14.8	13.9	13.7	14.4	16.2	
Non Better Start Ward	11.3	11.2	12.9	12.4	12.1	
Blackpool	12.5	12.2	13.2	13.2	14.0	

Figure G10: Maternal BMI

## Adverse Childhood Experiences (ACE)

Percentage of mothers receiving their antenatal visit who have an ACE score of 1 or higher (as a percentage of mothers who have a score recorded on their profile at the antenatal visit)

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	49.0	66.9	60.2	55.8	57.9	
Non Better Start Ward	26.8	52.5	37.9	48.9	47.9	
Blackpool	38.9	59.0	46.1	51.7	51.9	

Figure G11: Maternal Adverse Childhood Experiences (Year 8 completed at 31.1% of visits)

## Mothers who report early weaning

Percentage of mothers who reported that they had introduced complementary food before 3 to 4 months visit

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	28.2	38.2	38.6	34.2	35.7	
Non Better Start Ward	21.4	29.0	29.5	26.9	26.0	
Blackpool	23.9	32.5	33.0	29.8	29.6	

Percentage of mothers who, at the time of the 12 months visit, reported that they had introduced complementary food before the child was 6 months old

	Yr 4	Yr5	Yr6	Yr7	Yr8	Trend
Better Start Ward	54.4	59.6	54.7	56.2	43.2	
Non Better Start Ward	49.1	54.1	50.0	48.7	35.1	
Blackpool	51.1	56.1	51.7	51.6	38.4	

Figure G12: Mothers who report early weaning

# YEAR 8

2022/23 PART ONE

New Services x 4

Launches x 10

Events and Training x 19

Recruitment x 2

Campaigns x 5

## Trailblazer Sites

In December, Blackpool was confirmed as one of the 14 trailblazer sites for the perinatal mental health and parent-infant relationship support strand of the Family Hub & Start for Life programme.



PIF

The Parents Ideas Factory was launched to the community in May to encourage families to vote for activities they would like to see in their communities. The suggestions made by families are then taken to a parent's panel who decide which activities are funded by Blackpool Better Start.

 **Blackpool  
Better Start**

**Centre for  
Early Child  
Development** 

## New Services

In April, a new **Co-Production Group** was formed with a team of lived experience sessional workers with the aim to reduce the number of babies removed from parents at birth and ensure parents feel safe within the system.

Blackpool was confirmed as one of the 75 pre-selected **Family Hub and Start for Life programme sites** in October and was awarded £2.7 million for investment into early years programmes and services.

Blackpool was confirmed as a **Starting Well site** by NHS England and work commenced to reduce oral health inequalities and improve oral health for children aged 0-2 in November.

## Launches

May saw the launch of the **Family Hubs timetables** for North, Central and South areas of Blackpool. The family-friendly timetables bring together all the early years activities and groups from across the town.

New weekly **Baby Sensory Group** and early years **Stay and Play sessions** launched in June.

In July, the team, as part of the school readiness work, launched targeted 'Getting Ready for School' **early years sessions** to help support and prepare families for the transition to starting Reception class.

The latest Better Start and Family Hubs **early years activity timetables** was launched in September, allowing families to view all term-time activities for 0-4s across the town.

As part of Blackpool Together pilot, **new preventative oral health sessions** were launched in October with dental nurses for babies, young children, and their families.

A pilot offering **swimming sessions** for dads and their children launched in partnership with Active Blackpool in October. The sessions were created following 'Dad's Play Day' when dads were given the opportunity to suggest activities they would like to do with their children.

## Cost of Living Roadshow

The first Cost-of-Living roadshow took place in November giving families the opportunity to speak to 'Money Saving' Community Connectors and other service providers about support and services available to them.



**Measuring What Matters** scoping review was published in January. This report looks at the current use of outcome measure in parent-infant relationships and helps other areas in the design of their services

**Borrow it Blackpool** – a community powered membership scheme to loan out community-donated items launched in March.

# YEAR 8

2022/23 PART TWO

- New Services x 4
- Launches x 10
- Events and Training x 19
- Recruitment x 2
- Campaigns x 5

## Jubilee Events

June saw the Park Ranger service hold Jubilee Events for families in parks and open spaces and a commemorative Jubilee activity card was created.



## Events and Training

Conferences attended in May included The Royal Society of Medicine to present **Blackpool's approach to trauma informed work**. Team members also attended the Health Policy Influencing Group.

In June, the team delivered **workforce training** during Infant Mental Health Week on 'Understanding Early Trauma; Why infant health matters and how we can support it'.

In July, members of the team took part in the Parent-Infant Foundation **peer learning event** 'Parental Engagement in Parent-Infant Relationship Services'.

In July, team members presented at the Nuffield Foundation Conference on 'Early Childhood – What Needs to Change' and took part in the Kindred Squared **Roundtable to discuss improving outcomes** of early years children.

**The Big Family Play Day** saw families enjoying the sunshine at Revoe Park in August while engaging in free, fun activities and a picnic for all the children who registered to attend. The event supported the Family Hubs relaunch.

Team members **presented at conferences** including Anna Freud's national conference, The Institute of Health Visiting conference, and International MARCE Society symposium in September.

## Annual Conference

The seventh annual Blackpool Better Start conference took place in October, attracting over 800 registrations from a national audience. Tackling Poverty, Changing Childhoods included speakers Dame Andrea Leadsom, Dame Rachel de Souza and Carey Oppenheim and was chaired by Sir Peter Wanless. The CECD team presented 'Learning from A Better Start'.



In November, members of the team presented on the current use of **outcome measures in parent-infant relationships** at a Parent-Infant Foundation's webinar. The CECD also presented at Lancashire Warm Homes event to highlight cost-of-living work.

The Blackpool Better Start For Baby's Sake team won the Children and Young People Now **Safeguarding Award** at the national award ceremony in London in November.

The **Blackpool Better Start Expert Advisory Group** met in December to discuss the sustainability of Better Start and the Centre for Early Child Development.

The Behavioural Activation **research study** to support women with postnatal depression ended in December. The learning from the pilot is being shared with Health Visitors for wider scale up.



# YEAR 8

2022/23 PART THREE

- New Services x 4
- Launches x 10
- Events and Training x 19
- Recruitment x 2
- Campaigns x 5

## Baby Week

Baby Week was launched in June to support Infant Mental Health Awareness Week. The campaign included a book for parents to read to their unborn baby, and activity cards with bonding activities during Baby Ranger sessions.



A **partnership group** supporting the inclusion of fathers in services had its first meeting in December.

In January the team presented at The National Lottery Community Fund's **insight session** about the Community Connector team.

Other events attended by the team in January included iHV Fathers & Perinatal Mental Health **conference** and Neonatal Partnership **workshops**.

February saw the completion of **Trauma Informed Maternity and Perinatal Services training** with Lancashire and Cumbria NHS Trust which was delivered to 223 staff.

The Blackpool Better Start Director took part in a **family policy roundtable** in March with the Cross-Government Advisory Group.

## Recruitment

A new **Service Manager** was appointed by HENRY in August, to manage the infant feeding offer in Blackpool.

Four **Community Connectors** and a **Research and Evaluation Officer** joined the CECD team in September.

## Campaigns

In May, The CECD team supported NSPCC's **'Fight for a Fair Start'** campaign in Parliament, to ensure perinatal mental health support is available for every family and is not dependent on where you live.

## Starting School

A Starting School campaign was launched on social media in July. The eight animations gave practical advice to parents about what activities to practise at home to help support their child to be ready to start school.



A **Christmas campaign** ran throughout the month of December, offering a free personalised letter from Father Christmas, a free visit to a grotto and cost-of-living advice for families. The campaign reached 942 families through the letters, 228 families attended the grottos and extra support was provided to 112 families.

## Healthy Start

Healthy Start Scheme uptake data was released in February showing a 10% increase in Blackpool over a six-month period. The methods for the successful increase were shared via blogs and a shared learning report with local authorities and relevant charities. Press coverage of the increase was achieved in local broadcast and print media.

