



Blackpool Better Start  
**Annual Dashboard  
Report**  
YEAR 7 2021-22



**Blackpool Better Start**

Supporting Families, *Improving Outcomes*



**Blackpool Better Start**

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# Introduction

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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**, and
- **Diet and nutrition**

Focusing on systems change and implementing long lasting improvements to early years services will ensure the legacy of Better Start, the National Lottery Fund investment is supporting Blackpool communities to have the right tools and advice that they need to ensure babies and children, from pregnancy to starting school are supported to achieve their best potential.

The collection of good data and evidence are at the heart of **Blackpool Better Start** ensuring that the best interventions are delivered which meet the identified needs of communities and achieve the required impact. Ensuring the culture of knowledge generation is embedded will support the sustainability and legacy of Blackpool Better Start.

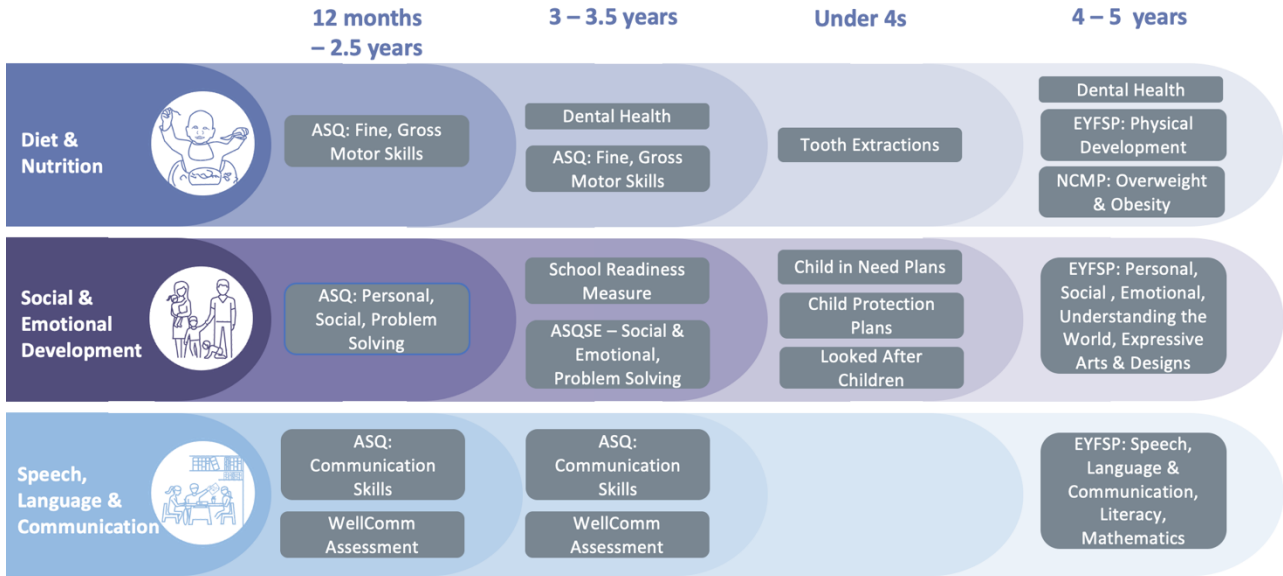
The Annual Dashboard presents a summary of:

- the activities undertaken within the year,
- who has benefited from services,
- support to the Early Years workforce,
- an overview of the selected population level Outcomes and Drivers giving insight into the landscape of needs of our community.

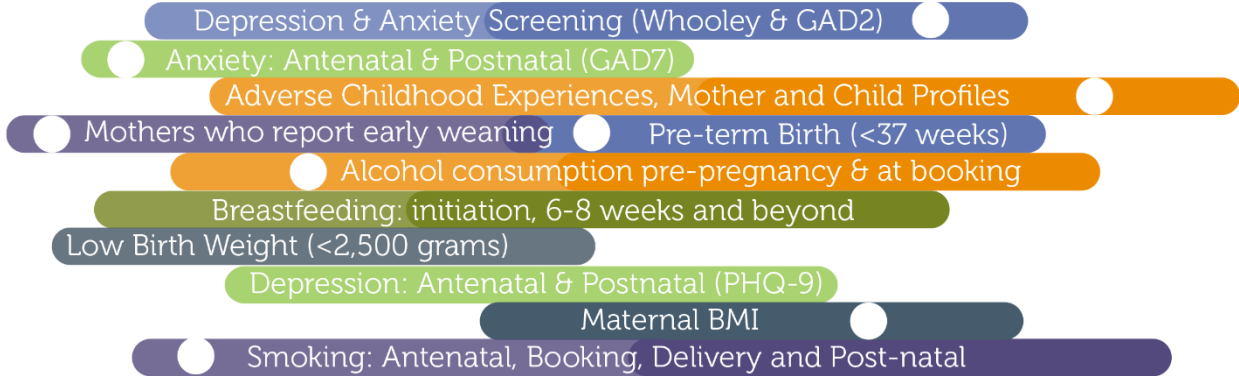
The **Better Start Outcomes** reported in this dashboard were selected as indicators which measure child outcomes within the three overarching areas. **The Drivers**, indicators which contribute towards child outcomes. All indicators were chosen based on the accuracy of data collection methods and availability of data. Some of the indicators are based on new measures which do not have baselines pre-2018 and due to the disruption of the Covid 19 pandemic some indicators have not been routinely collected or collected at smaller samples, thus impacting on the data presented.

# Outcomes and Drivers

## Outcomes



## Drivers



# Year 7: 2021-2022

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Through Year 7 the Better Start Partnership have implemented across all areas their **Covid recovery plan**. Working alongside changes in government restrictions the provision of services and support has changed and adapted to encourage and enable more face-to-face support for children and families whilst still using digital and virtual methods of engagement and support which have proven successful.

In April 2021 the **Baby Steps antenatal service** was successfully transferred over to Blackpool Teaching Hospital, as part of the scale up of services. The transfer has resulted in an increase in the number of parents signing up through their midwife, over the year 270 pregnant women accessed the service, giving birth to 186 babies.

Working closely with the **Early Help and Support Service**, Family Hubs over the year started to open up for families, with the reintroduction of baby clinics and early years groups. Consultation with families has highlighted that families miss community activities, over the year park rangers and libraries delivered face to face sessions which have had **3,757 children and their families** attending.

The **Community Connectors** over the year have identified the increasing impact of poverty on early years families, resulting in a specific **Money Saving Connector** role being created who focuses on ensuring that families are aware of what support is available, such as vitamins, Healthy Start Vouchers and Food banks.

Taking a public health approach to raising awareness of the dangers of drinking in pregnancy, the **'Superbabies' campaign** was delivered across the town, online the campaign reached over **1.1million** and bus advertising ensured a high proportion of the population were frequently exposed to messages. The **Supervised Toothbrushing Scheme** has been relaunched, ensuring consistent messaging to children and their families around oral health. In response to low numbers of families accessing Dentistry, Optometry and Pharmacy services over the last few years, Community Connectors are supporting the **Blackpool Together Integrated Care** pilot which encourages access. Four literacy events over the year have been attended by **178 children** and **3,801 books** have distributed through book drops and gifting schemes.

The popular letters from Father Christmas were offered to families through December, **1,035 applications** were received, and further support offered to 112 families, 77 families receiving food hampers, 187 gifts provided for children, and 161 children attending grotto events.

The approach taken by Blackpool through Better Start has continued to have national interest. In July **Dame Rachel De Souza, Children's Commissioner**, visited Blackpool to understand the early years integrated working approach to delivering quality services. Parents from Blackpool were included in round table discussions chaired by **Dame Andrea Leadsom** in August as part of development of The Start for Life vision, Dame Andrea then visited Blackpool in March to speak to professionals and parents about their experiences of services.

# A: Programme Delivery

At the end of Year 7 there were **27 funded** services across the town actively being delivered. There were additionally **6 services** in development, or under review.

## Implemented Projects



Community Connectors



Health Connectors



Dads Engagement



Early Years Park Rangers



Early Years Volunteer Academy



Learning to Feed



Early Years Literacy Framework



Participatory Budget



Supervised Toothbrushing



Behavioural Activation



Early Years Speech and Language Home Visiting Service



Early Years Speech and Language Community Sessions



Empowering Parents Empowering Communities



Enhanced Health Visiting Service



Family Nurse Partnership



For Babies Sake



It Takes Two to Talk



HENRY



Video Interaction Guidance



Target Word



'Superbabies' Campaign

## Projects in

### Development/Review

- Birth Registration in Family Hubs
- Early Years Settings Support
- Born into Care
- Parent Infant Relationship Service
- Safe Care
- Survivor Mums Companion

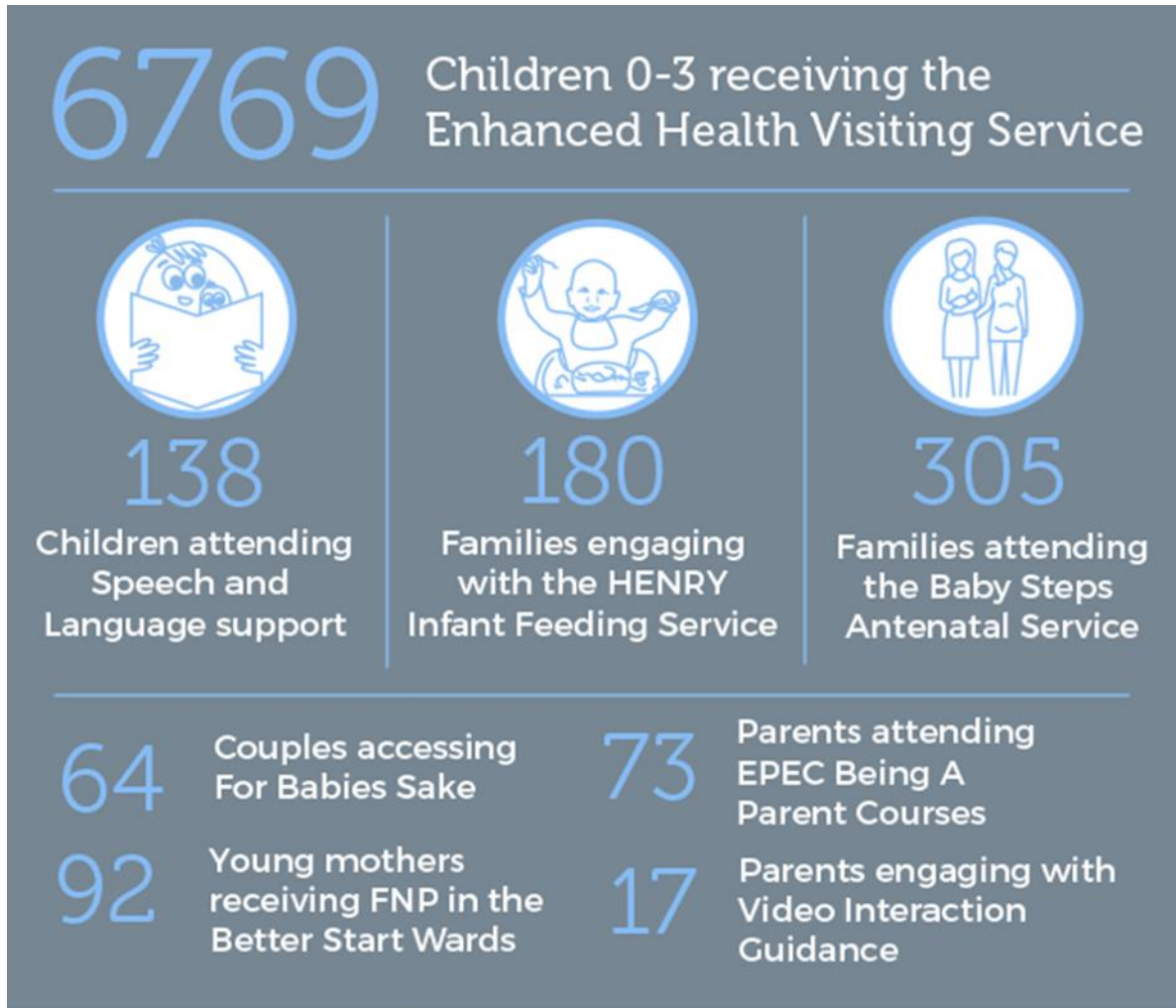
## Projects Scaled-up

- Baby Rover
- Baby Steps

## Paused

- Big Book of ideas
- Mellow Dads
- Early Years Quality Mark

## A1: Active Projects



## 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.

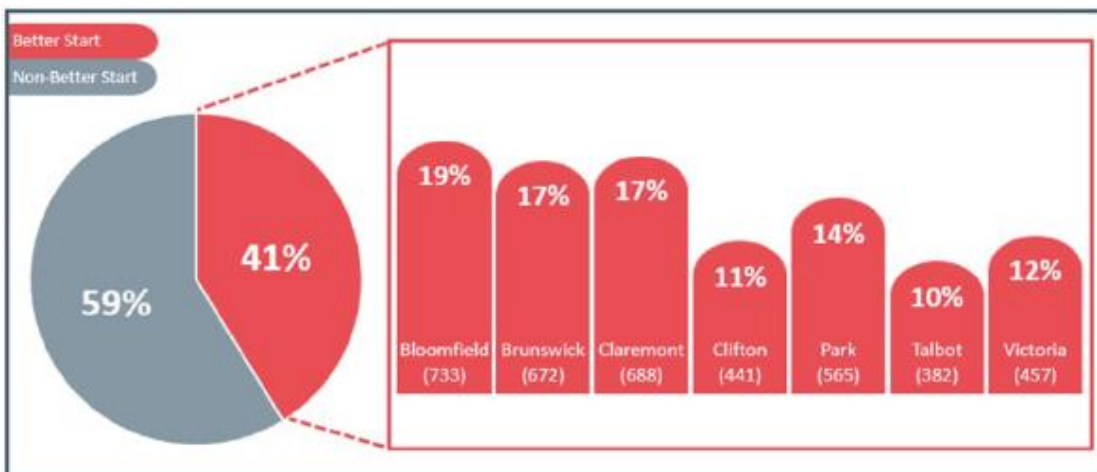


Figure A2.1: Primary Beneficiaries by Ward, Year 7



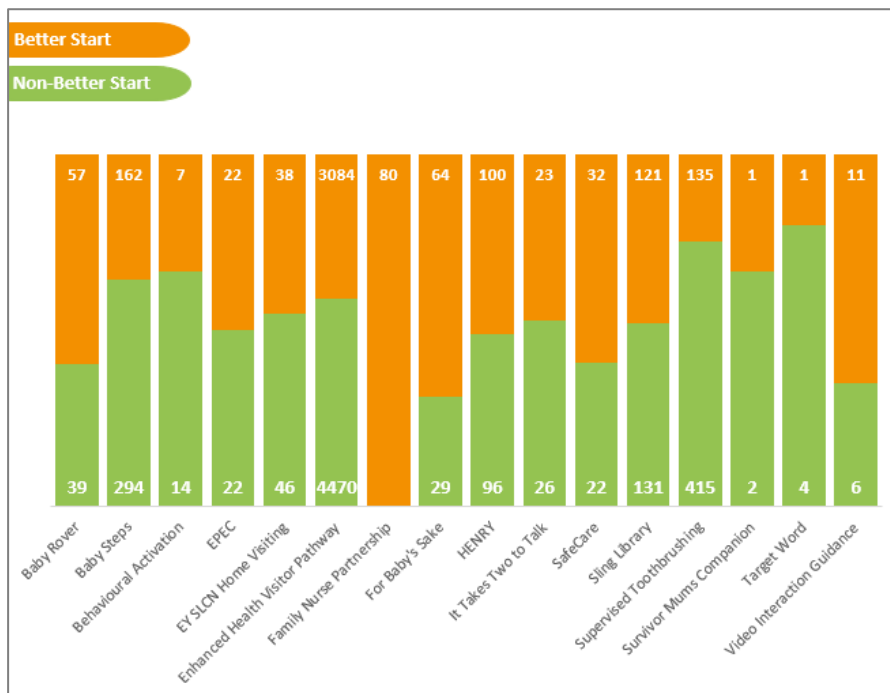


Figure A2.2: Number of Beneficiaries by Intervention

### A3: Reach

Unique beneficiaries are linked together across all targeted NLCF funded services through the Local Authority, Communicate SLC, and Blackpool Teaching Hospitals. Since the launch of Better Start in April 2015 our services, including the Enhanced Health Visiting Service, have reached **36.6% of pregnant women and 76.6% of children aged 0-3**.

In Year 7 there were **842 unique beneficiaries, 331 Pregnant Women and 511 Children aged 0-3** (excluding the Health Visiting Service).

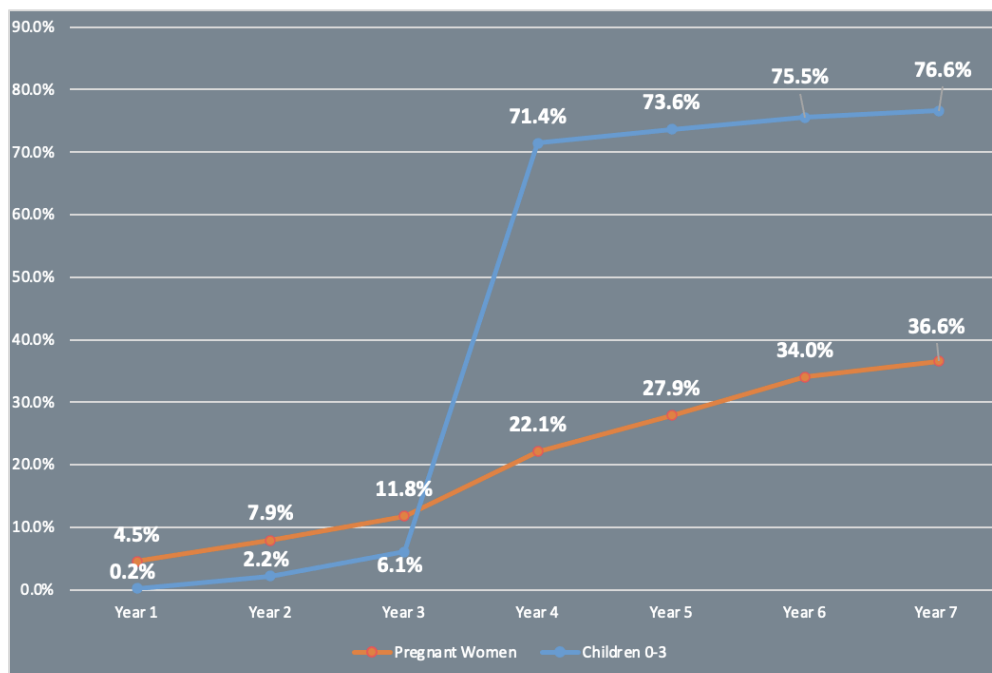


Figure A3.1: Cumulative reach of services to unique beneficiaries (Year 7)



	Bloomfield	Brunswick	Claremont	Clifton	Park	Talbot	Victoria	Non-ABS	Total
Intervention Beneficiaries (excluding Health Visitor Enhanced Pathway)	109	176	118	63	66	48	53	870	1459
Intervention Beneficiaries (all interventions)	664	638	618	385	457	322	452	452	8460
Population as at end of period	555	462	500	322	391	274	399	4098	7001
Babies born in year	133	88	101	56	73	56	96	1002	1605
% of population reached	100%	100%	100%	100%	100%	100%	100%	100%	100%

Figure A3.2 Reach of services to Children aged 0-3 (Year 7)

	Bloomfield	Brunswick	Claremont	Clifton	Park	Talbot	Victoria	Non-ABS	Total
Intervention Beneficiaries	41	25	27	20	26	23	22	185	369
Pregnant Women in Year	184	117	161	83	104	83	98	1203	2033
% of population reached	22%	21%	17%	24%	25%	28%	22%	15%	18%

Figure A3.3: Reach of Pregnant Women (Year 7)

## B: Community Development

**1663** Parents accessing support through Community Connectors



**1754**

Families attending Park Ranger sessions



**3666**

Total Books gifted



**3097**

Families accessing Early Years Sessions through Libraries (virtual and face to face)

**268** Families receiving new Parent Packs

**1000** Activity cards distributed

**125** Families receiving Toddler Packs

**629** Vitamin packs distributed

**59** Male Carers supported by Dads Community Connector

**181** Children 0-3 attending Forest School

**258** Families receiving Winter Advocacy Support

**740** Bundles of Baby Clothes distributed

**10** Street to Scale projects activated by the community

**165** Baby Slings hired

**936** Parents accessing Community Connector Support

**331** Children attending participatory budgeting activities

# C: Workforce and Volunteers

2844

Total participants at Training and Development Sessions



564

Cumulative Volunteer Hours



814

Receiving Trauma Informed Training



528

Registrations for Annual Conference

448

Attendees at Better Start Overview

41

Volunteers

177

Training and Development Sessions

86

Attending Perinatal Mental Health Training

63

Volunteers accessing Training and Development Sessions

146

Students at Blackpool and The Fylde College receiving Better Start Training

# D: Diet and Nutrition Outcomes

Due to the ongoing impact of the Covid 19 Pandemic the Oral Health Surveys or EYFSP measures are not available, children classified as overweight or obese is also not currently available at ward level.

Across the ASQ measures a greater percentage of the population reaching the expected level of development is seen in all domains at the 2-2.5 and 3-3.5 development checks across Blackpool. Although the increase in the percentage of children reaching the expected level of development is smaller within the Better Start Wards, it is possible that without any additional services and support more children would not have met the expected level due to the impact of the higher level of family difficulties and vulnerabilities in these wards.

An increase has been seen in the number of tooth extractions in under 4's across Blackpool, the support provided through early years settings based supervised toothbrushing and oral health prevention approaches was decreased due to the pandemic, it is likely this has contributed to poorer oral health outcomes. These schemes are now all reinstated and it is anticipated that the rates of extractions will return to pre-pandemic levels.

## ASQ Fine Motor Skills

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	69.8	94.0	93.1	91.5	93.2	91.4	
Non Better Start Ward	69.2	93.0	94.1	95.6	89.6	91.9	
Blackpool	69.5	93.0	93.8	94.0	90.9	91.7	

Percentage of children undertaking the ASQ Measure who reached the expected level of development at age 2 / 2 ½ years

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	85.4	95.0	92.8	91.3	84.5	88.5	
Non Better Start Ward	83.6	97.0	94.9	93.3	84.1	92.6	
Blackpool	84.3	96.0	94.0	92.5	84.3	91.0	

Percentage of children undertaking the ASQ Measure who reached the expected level of development at age 3 / 3 ½ years

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

Figure D1: ASQ Fine Motor Skills

## ASQ Gross Motor Skills

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	63.5	80.0	77.6	75.2	83.0	76.5	
Non Better Start Ward	64.4	85.0	79.6	79.8	78.3	82.2	
Blackpool	64.0	83.0	78.9	78.1	80.1	80.0	

Percentage of children undertaking the ASQ Measure who reached the expected level of development at age 2 / 2 ½ years

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	84.4	94.0	91.9	90.9	84.9	87.7	
Non Better Start Ward	83.0	96.0	94.3	92.3	83.0	92.8	
Blackpool	83.5	95.0	93.4	91.8	83.7	90.8	

Percentage of children undertaking the ASQ Measure who reached the expected level of development at age 3 / 3 ½ years

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	82.3	87.3	80.4	89.7	
Non Better Start Ward	90.8	91.5	75.2	92.3	
Blackpool	87.7	89.9	77.2	91.3	

Figure D2: ASQ Gross Motor Skills

## Tooth Extractions

Percentage of children under 4 having tooth extractions under general anaesthetic

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	0.5	0.4	0.6	0.4	0.1	0.4	
Non Better Start Ward	0.1	0.2	0.3	0.2	0.0	0.6	
Blackpool	0.3	0.2	0.4	0.3	0.1	0.5	

Figure D3: Tooth Extractions

## Children classified as overweight or obese

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

	Yr4	Yr5	Yr6	Yr7	Trend
Better Start Ward	28.9	29.3			
Non Better Start Ward	24.8	25.7			
Blackpool	26.4	27.1	28.6	28.6	

Figure D4: Children classified as overweight or obese

# E: Social and Emotional Development Outcomes

Due to the ongoing impact of the Covid 19 Pandemic the EYFSP measures are not available. The BESSI school readiness measure has also only been undertaken with a small percentage of the population (9%) and its future use is being reviewed.

The ASQ measures at the 12-month check indicate that fewer children in the Better Start wards are meeting the expected level of development than across Blackpool. Data showing that at the later development checks there is an increased percentage of children meeting the expected levels of development, both in the Better Start Wards and across Blackpool, with the rate approaching pre-pandemic expectations. This could in part be due to younger children being more affected by the lack of services available in the periods of lockdown, whereas older children have been able to access support through childcare settings. The town wide effort to reopen Family HUBs and provide a higher level of universal community provision will give more opportunities for infants and their families to access support, signposting and services.

## ASQ Problem Solving Score

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	72.0	94.0	93.3	89.8	92.3	90.2	
Non Better Start Ward	70.4	93.0	94.3	95.2	89.0	91.0	
Blackpool	71.0	93.0	93.9	93.2	90.2	90.7	

Percentage of children undertaking the ASQ Measure who reached the expected level of development at age 2 / 2 ½ years

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	85.1	93.0	92.1	88.3	82.2	84.9	
Non Better Start Ward	82.6	96.0	94.2	91.2	83.6	91.2	
Blackpool	83.5	95.0	93.4	90.1	83.0	88.8	

Percentage of children undertaking the ASQ Measure who reached the expected level of development at age 3 / 3 ½ years

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	72.6	83.2	76.9	85.1	
Non Better Start Ward	85.3	88.3	74.1	89.6	
Blackpool	80.7	86.3	75.2	87.9	

Figure E1: ASQ Problem Solving

## ASQ Personal Social Score

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	71.2	94.0	93.3	89.8	91.1	91.2	
Non Better Start Ward	70.4	93.0	94.4	94.8	89.7	90.9	
Blackpool	70.7	94.0	94.0	92.9	90.2	91.0	

Percentage of children undertaking the ASQ Measure who reached the expected level of development at age 2 / 2 ½ years

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	84.4	93.0	91.4	91.0	82.6	83.6	
Non Better Start Ward	82.6	96.0	94.0	91.0	82.9	88.8	
Blackpool	83.3	95.0	93.0	90.2	82.8	86.8	

Percentage of children undertaking the ASQ Measure who reached the expected level of development at age 3 / 3 ½ years

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

Figure E2: ASQ Personal Social Skills

## BESSI Measure

Percentage of children who when screened with the Brief Early Skills and Support Index (BESSI) in the domains of Daily Living Skills and Family Support scored less than 3, indicating higher levels of school readiness

	Yr5	Yr6	Yr7	Trend
Better Start Ward	93.0	97.3	5.9	
Non Better Start Ward	98.9	98.4	11.1	
Blackpool	96.8	98.0	9.1	

Figure E3: BESSI School Readiness measure

## Child in Need Plans

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

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

	Yr 2	Yr 3	Yr4	Yr5	Yr6	Yr7	Trend
Better Start Ward	2.5	2.3	1.7	1.5	4.8	4.7	
Non Better Start Ward	1.2	1.4	0.9	0.9	2.1	2.0	
Blackpool	1.7	1.8	1.2	1.5	3.1	3.0	

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

	Yr 2	Yr 3	Yr4	Yr5	Yr6	Yr7	Trend
Better Start Ward	1.4	0.9	1.6	1.6	2.9	1.4	
Non Better Start Ward	0.8	0.7	0.9	0.8	1.2	0.7	
Blackpool	1.1	0.9	1.2	1.1	1.8	1.0	

Figure E4: Child in Need Plans



## Child Protection Plans

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

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

	Yr 2	Yr 3	Yr4	Yr5	Yr6	Yr7	Trend
Better Start Ward	1.8	1.5	2.2	2.3	2.9	2.1	
Non Better Start Ward	1.1	1.2	1.3	1.1	1.0	1.1	
Blackpool	1.3	1.3	1.8	1.6	1.6	1.4	

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)

	Yr 2	Yr 3	Yr4	Yr5	Yr6	Yr7	Trend
Better Start Ward	3.4	2.3	2.6	2.5	2.9	2.6	
Non Better Start Ward	1.2	1.1	1.1	1.5	1.1	1.2	
Blackpool	2.3	1.7	1.2	2.0	1.8	1.6	

Figure E5: Child Protection Plans

## Looked After Children

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

	Yr 2	Yr 3	Yr4	Yr5	Yr6	Yr7	Trend
Better Start Ward	1.9	2.2	2.4	3.1	2.7	3.5	
Non Better Start Ward	0.7	0.8	0.8	1.1	1.0	1.1	
Blackpool	1.2	1.3	1.6	1.9	1.7	2.0	

Figure E6: Looked After Children

# F: Speech Language and Communication Outcomes

Due to the ongoing impact of the Covid 19 Pandemic the EYFSP measures are not available. The Wellcomm Assessment is not taken at population level, 61% of children had the measure undertaken, where Health Visitors identify potential additional needs. Although the ASQ and Wellcomm show similar trends in the 12 month and 3-3.5 year development check, at 2-2.5 years a larger number of children are identified through the Wellcomm as requiring additional support. These children are referred to the triage panel for support and this is likely to be supporting the higher levels of children meeting the expected level of development at the 3-3.5 year development check.

## ASQ Communication Score

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	71.2	94.0	93.7	92.4	94.4	92.4	
Non Better Start Ward	70.4	93.0	94.3	95.7	89.7	92.3	
Blackpool	70.7	94.0	94.0	94.5	91.5	92.3	

Percentage of children undertaking the ASQ Measure who reached the expected level of development at age 2 / 2 ½ years

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	84.4	93.0	83.6	79.7	77.0	75.0	
Non Better Start Ward	82.6	96.0	87.0	86.1	77.9	82.5	
Blackpool	83.3	95.0	85.7	83.6	77.6	79.6	

Percentage of children undertaking the ASQ Measure who reached the expected level of development at age 3 / 3 ½ years

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

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 1 year

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	92.0	90.9	86.2	93.2	
Non Better Start Ward	89.8	91.1	87.2	91.4	
Blackpool	90.7	91.0	86.9	92.0	

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	Trend
Better Start Ward	63.7	62.8	70.8	61.1	
Non Better Start Ward	69.7	63.4	74.6	68.7	
Blackpool	67.4	63.2	73.3	66.1	

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	Trend
Better Start Ward	79.5	81.7	92.5	87.8	
Non Better Start Ward	96.1	89.4	90.0	93.8	
Blackpool	90.5	86.4	91.1	91.8	

Figure F2: Wellcomm Assessment

## G: Drivers

Small increases are seen in the number of children whose carers confirm at development checks that they are brushing their teeth, there is still a low percentage of children who are registered with dentists and focused work is being undertaken to increase awareness of practices offering NHS dental registration.

Mothers smoking at time of delivery has reduced in line with the national figures (0.05-0.08%), the percentage of women smoking remains more than double the national average, however it is positive that there is a continued reduction. Mothers disclosing alcohol consumption during pregnancy has increased this year, in Year 4 a spike was also seen although at a much higher rate, which coincided with the first launch of the Alcohol Exposed Pregnancies campaign, the campaign in Year 7 may again have raised awareness and made women more open to disclosing alcohol use to their midwife.

The percentage of mothers initiating breastfeeding at birth in the Better Start Wards has increased and the level is slightly higher than the pre-pandemic rate, the investment in the HENRY infant feeding support service is likely to have contributed to this. Mothers maintaining breastfeeding is showing some improvements at 3-4 months and 12months but there is still a steep decline at 6-8 weeks. An encouraging drop has however been seen in reports of early weaning before 3-4 months, it is hoped that this trend will continue and a reduction in the number of children being weaned before 6 months will be observed.

### Oral Health Indicators (Brushing)

Percentage of children who have teeth at the 12 month check whose teeth are brushed per guidelines

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	85.6	80.3	90.0	90.8	
Non Better Start Ward	89.8	89.2	92.0	94.2	
Blackpool	88.2	85.8	91.2	92.9	

Percentage of children whose teeth are brushed per guidelines as at the 2 / 2 ½ year check (as a percentage of records where a response is recorded)

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	88.7	92.5	92.5	91.8	
Non Better Start Ward	95.0	91.1	93.7	93.9	
Blackpool	92.7	91.6	93.2	93.1	

Percentage of children whose teeth are brushed per guidelines as at the 3 / 3 ½ year check (as a percentage of records where a response is recorded)

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	86.1	86.8	92.5	93.5	
Non Better Start Ward	83.6	87.3	95.6	94.9	
Blackpool	84.5	86.1	94.4	94.4	

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	Trend
Better Start Ward	46.6	51.7	37.3	28.3	
Non Better Start Ward	62.9	60.4	42.0	39.0	
Blackpool	56.6	57.2	40.2	34.8	

Percentage of children who are recorded as being registered with a dentist as at the 2 / 2 ½ year check (as a percentage of visits that took place)

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	54.3	64.4	62.8	51.5	
Non Better Start Ward	74.8	74.9	69.4	63.5	
Blackpool	67.2	70.9	67.0	58.9	

Percentage of children who are recorded as being registered with a dentist as at the 3 / 3 ½ year check (as a percentage of visits that took place)

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	61.1	64.4	67.8	22.8	
Non Better Start Ward	71.6	73.8	73.5	35.9	
Blackpool	68.0	70.1	71.3	30.8	

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

## Smoking

Percentage of pregnant women reporting smoking prior to booking

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	58.0	55.3	54.1	50.6	50.3	46.7	
Non Better Start Ward	40.4	40.6	37.2	33.9	36.1	34.8	
Blackpool	47.3	45.9	43.1	40.4	41.6	39.5	

Percentage of pregnant women reporting still smoking at time of booking

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	40.4	37.4	39.4	37.5	37.9	30.5	
Non Better Start Ward	-	23.3	21.4	19.7	20.6	17.4	
Blackpool	-	28.4	27.7	26.6	27.4	22.6	

Percentage of pregnant women reporting smoking at time of delivery

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	38.4	35.7	34.2	30.8	31.3	30.5	
Non Better Start Ward	14.5	19.0	19.8	17.0	16.0	15.4	
Blackpool	20.7	25.3	25.2	21.6	21.8	21.1	

Figure G2: Smoking Indicators

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

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	6.6	10.2	10.2	11.0	13.1	10.3	
Non Better Start Ward	1.4	9.6	8.3	8.2	7.9	8.1	
Blackpool	2.7	9.8	9.0	9.2	9.9	8.9	

Figure G3: Low Birth Weight

## Pre-term birth (<37 weeks)

Percentage of babies born who were born before 37 weeks gestation

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	11.0	9.4	11.2	11.2	11.6	11.8	
Non Better Start Ward	5.3	8.3	9.9	8.9	8.7	8.4	
Blackpool	6.8	8.7	10.4	9.8	9.8	9.7	

Figure G4: Pre-term Birth

## Alcohol Consumption

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	69.8	68.0	68.4	67.4	59.8	54.8	
Non Better Start Ward	76.8	79.3	80.7	75.8	69.3	69.9	
Blackpool	74.0	75.2	76.4	65.6	65.6	64.0	

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	1.3	0.2	12.5	1.0	0.1	0.6	
Non Better Start Ward	1.7	3.5	15.8	0.6	0.1	0.5	
Blackpool	1.5	2.4	14.6	0.8	0.1	0.5	

Figure G5: Alcohol Consumption Indicators

## 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 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	6.2	6.6	3.1	2.7	3.5	3.9	
Non Better Start Ward	4.2	3.9	3.3	3.5	2.5	2.8	
Blackpool	5.0	4.9	3.2	3.2	2.9	3.2	

Figure G6: Depression and Anxiety Screening Indicators

## Anxiety

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	75.6	78.7	66.7	68.4	53.8	55.6	
Non Better Start Ward	68.1	64.6	66.0	72.5	72.4	62.5	
Blackpool	71.6	71.6	66.3	71.2	63.6	58.8	

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

	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	32.0	40.0	50.0	56.5	53.6	
Non Better Start Ward	38.0	69.2	26.3	49.6	58.1	
Blackpool	35.3	56.5	24.0	52.6	55.9	

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 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	78.1	85.1	87.0	73.7	57.7	55.6	
Non Better Start Ward	75.0	66.7	72.3	80.0	65.5	25.0	
Blackpool	76.4	75.8	77.1	78.0	61.8	41.2	

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

	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	34.5	50.0	42.9	64.2	46.4	
Non Better Start Ward	40.2	100.0	31.6	46.2	61.3	
Blackpool	36.5	77.8	34.6	54.4	54.2	

Figure G8: Depression Indicators

## Breastfeeding

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	55.0	54.3	53.4	51.0	51.1	53.6	
Non Better Start Ward	44.0	64.3	64.5	65.0	61.6	59.5	
Blackpool	43.9	60.5	60.3	58.9	57.6	57.3	

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

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	21.0	22.9	21.9	20.6	26.5	24.8	
Non Better Start Ward	25.1	24.7	24.1	28.5	30.9	31.7	
Blackpool	23.5	24.0	23.3	25.5	29.3	28.8	

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

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	14.8	14.4	20.3	19.4	
Non Better Start Ward	18.0	20.5	22.7	24.9	
Blackpool	16.8	18.2	21.7	22.5	

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

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	8.3	9.1	13.4	13.1	
Non Better Start Ward	8.9	11.7	14.3	17.9	
Blackpool	8.7	10.7	14.0	16.0	

Figure G9: Breastfeeding Indicators

## Maternal BMI

Percentage of mother's whose BMI was greater or equal to 35 at booking

	Yr 2	Yr 3	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	10.4	14.9	15.0	13.9	14.5	15.0	
Non Better Start Ward	10.6	10.0	11.3	11.3	13.4	12.8	
Blackpool	10.5	11.8	12.6	12.3	13.8	13.7	

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	Trend
Better Start Ward	49.0	66.9	60.2	55.8	
Non Better Start Ward	26.8	52.5	37.9	48.9	
Blackpool	38.9	59.0	46.1	51.7	

Figure G11: Maternal Adverse Childhood Experiences

## Mothers who report early weaning

(Ctrl) Percentage of mothers who reported that they had introduced complementary food before 3 to 4 months visit (as a percentage of those where response recorded)

	Yr 4	Yr5	Yr6	Yr7	Trend
Better Start Ward	28.2	38.2	31.3	23.8	
Non Better Start Ward	21.4	29.0	20.4	18.6	
Blackpool	23.9	32.5	24.6	20.6	

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	Trend
Better Start Ward	54.5	59.6	54.7	56.2	
Non Better Start Ward	49.1	54.1	50.0	48.7	
Blackpool	51.1	56.1	51.7	51.6	

Figure G12: Mothers who report early weaning

# YEAR 7

2021/22 PART ONE

- New Services x 5
- Events & Training x 9
- Launches x 8
- Campaigns x 8
- Recruitment x 7

## Commissioner Visit

The CECD was visited by the new Children's Commissioner for England, Dame Rachel de Souza, in July 2021. The visit included meeting families in Revue and a roundtable discussion with senior leaders.



## New Services

In April 2021 a new speech and language group called **Little Explorers** was launched to deliver weekly activities to families from community venues.

**Library Early Years Engagement Workers** began visiting early settings in August 2021 to deliver speech and language activities.

Trauma Informed Maternity and Perinatal Mental Health Services Training (TIMPS) was launched with Lancashire Midwifery in October 2021 with **Organisational Readiness Workshops**.

**Free grotto visits** for families in Blackpool were launched to families in December 2021 at three community venues across the town. Families were invited to meet Father Christmas and receive a book gift, while also enjoying festive crafts and activities.

## Supervised Toothbrushing

In January 2022 the scheme was relaunched with early years settings in Blackpool.



## Events and Training

In April 2021 **NHS England Trauma Informed Maternity and Perinatal Improvement Guidelines** were presented to professionals.

June 2021 was a busy month for **virtual conferences** including World Association for Infant Mental Health (WAIMH) and Trauma Summit. CECD also presented the Health Visitor ACEs routine enquiry work as part of the trauma and Health Visiting work.

Representatives from CECD presented at the **British Psychological Society Conference** in September 2021.

In October 2021, the CECD held their **annual conference** 'Rebuilding the Future: Putting Children and Babies First' for 500 virtual delegates.

**iHV Fathers and Perinatal** training took place in November 2021.

## Early Years Mental Health Summit

CECD presented at the Summit in February 2022 about Blackpool Better Start Community Approaches to Pregnancy and Early Years.



In December 2021, the CECD attended Manchester University to present a seminar on **'Place Based Approaches'**.

March 2022 saw the national NCB 'A Better Start – Reducing Inequalities' conference take place, with **presentations from the CECD** on co-production, data and workforce development.

# YEAR 7

2021/22 PART TWO

- New Services x 5
- Events & Training x 9
- Launches x 8
- Campaigns x 8
- Recruitment x 7

## Activity Programme

A town-wide early years timetable was launched in March 2022 to inform local families of all activities taking place at Family Hubs, and in community venues throughout the town.



## Launches

Blackpool Council launches an **Early Years Communications Offer** as part of the SEND offer in May 2021.



### Blackpool Sling Library

Following a year of virtual appointments, Blackpool Sling Library reverts to delivering face-to-face appointments in June 2021.

In October 2021 the **Early Years Strategy Partnership** was formed to review and renew local early years strategy.

The scale-up of **Video Interactive Guidance (VIG)** service with Blackpool Council launched in October 2021.

A new **Money Saving Connector** role was launched in December 2021 to support parents through the food/fuel poverty and cost of living crisis.

January 2022 saw the launch of the **Blackpool Together Integrated Care** pilot.

In March 2022 a new working group **The Pregnancy and Early Years Partnership** was launched to merge the Healthy Child Working Group with the Early Years Strategic Group.

## Campaigns

As part of the 'Get Blackpool Reading' campaign, **book drops** took place in local parks and community venues in April and June 2021.

To encourage take-up of the Covid19 vaccination, the Community Connector team supported the **Covid19 Vaccine Bus** in Blackpool locations in September 2021.

### Superbabies

In June 2021 the new 'Superbabies' campaign was launched on buses and on social media. The campaign highlighted the benefits of not drinking alcohol during pregnancy on the unborn baby.



A targeted offer from the **Book Trust** was launched to young parents in September 2021.

In November 2021 **literacy activities and sessions** around the theme 'Out and About in Autumn' were delivered to families.

# YEAR 7

2021/22 PART THREE

- New Services x 5
- Events & Training x 9
- Launches x 8
- Campaigns x 8
- Recruitment x 7

## Campaigns

As part of the **Christmas campaign**, a free, personalised letter from Father Christmas was distributed to families in November 2021.

In December 2021 a **campaign** highlighting services available for families to help with food and fuel poverty was launched.

### Healthy Start Campaign

To encourage take-up of the Healthy Start scheme, a campaign was created to inform parents of the benefit in February 2022.



## Recruitment

In April 2021 new **Library Early Years Engagement Officers** were recruited.

A new **Evaluation Officer** joined the CECD team in May 2021.

The new **CECD Director**, Clare Law, was in position by July 2021.

November 2021 saw an increase of staff within the **Speech and Language Home Visitor team**.

A new **Development Support Officer** in the area of Diet and Nutrition was appointed in January 2022.

### Connector Roles

Additional Community Connector positions of Health Connector and Dad's Connector were filled in June 2021.

